presstime

The Journal of the American Newspaper Publishers Association

November 1982

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Newspapers battle recession & competition for advertising dollar

chairman's corner

Cooperation with other groups will benefit newspaper industry

Early this year your Directors reviewed and formalized ANPA's mission and objectives as part of our new strategic planning process. Nearly every phase of that review reinforced my belief in the overriding importance of cooperation between ANPA and other newspaper associations.

William C. Marcil

As a result, we have renewed our emphasis on improved communications and cooperation with newspaper associations at the state, regional and national levels.

Significant progress has been made.

Joint efforts contributed to a favorable ruling in the AT&T case and had an impact on improved estate-tax legislation.

We have joined with the National Newspaper Association and the Newspaper Advertising Bureau to form a special joint task force to focus on and monitor third-class postal rates and regulations.

ANPA, NNA, NAB, the American Society of Newspaper Editors, the Society of Professional Journalists, Sigma Delta Chi, and the Reporters' Committee for Freedom of the Press worked closely with representatives from state and regional press associations to deflect legislative efforts that would have damaged the Freedom of Information Act.

We also have been involved in joint training endeavors with the International Newspaper Promotion Association, ASNE, the International Circulation Managers Association and the Institute of Newspaper Controllers and Finance Officers. And we are conducting supervisory training programs in cooperation with state press associations.

Cooperation is notably enhanced by co-location at The Newspaper Center in Reston of the offices of ANPA, ASNE, ICMA, INPA, ANPA Foundation, the Newspaper Personnel Relations Association and the Society of Newspaper Design; and we anticipate that others will be located there soon.

For the past several months, we have been working extra closely with NAB, paying particular attention to resource allocation and to work on overall, industry priorities on behalf of all newspapers. Tom Johnson, NAB vice chairman, and Dick Johnson, ANPA vice chairman, are coordinating all joint ANPA/NAB activities.

Our goal in all this inter-organization cooperation is to eliminate duplication of effort wherever possible and to channel and utilize better each organization's particular expertise and talent.

I'm pleased to report that these efforts have created a very positive atmosphere at all levels throughout our business. The doors are open, communications have improved and the future looks promising.

These interactions between ANPA and other associations are beneficial to each of us and go a long way toward increasing our effectiveness in serving our advertisers and our readers.

I hope you will join me in championing these joint efforts as you participate in meetings and activities of the various newspaper-industry groups. Proper coordination will happen only if we all insist upon it.

Bill Marcil

William C. Marcil
Chairman and President

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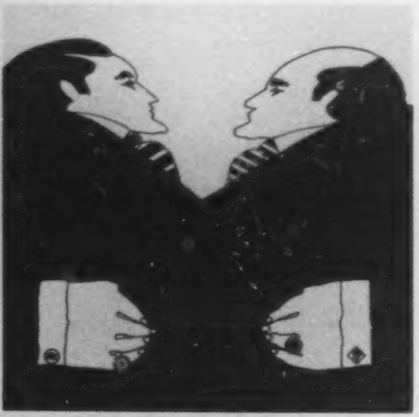

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Ad staffs fight recession, competition

By Elise Burroughs
presstime staff writer

North America's current economic recession has put daily newspaper advertising on its leanest diet in seven years.

Moreover, marriage mail and competing print media, as well as the traditional broadcast media, have been nibbling away at newspapers' leading share of advertising expenditures, which dropped from 29.3 percent in 1979 to 28.5 percent in 1980 to 28.4 percent last year. Cable television, videotex and other new electronic media soon may be joining the feast.

In addition to the economic drought and the influx of competitive predators, the entire retail environment is undergoing massive changes.

"Newspapers are experiencing their roughest season since the recession of 1974-75," reports Edward T. Parmalee, vice president of marketing for Miami-based Knight-Ridder Newspapers Inc.

Linage statistics are unavailable on a national basis and have fluctuated widely from market to market during the past decade, but analysts and observers generally agree with Parmalee's assessment of the advertising climate.

John Morton, a newspaper analyst for Lynch, Jones & Ryan in Washington, D.C., reports that in July, linage for nine publicly held companies decreased an average of 6.1 percent over July 1981. Six public companies also reporting revenues said they rose a miniscule .6 percent.

"According to our records, it was the worst monthly performance since September 1975, when linage fell 12.6 percent and revenues declined 0.4 percent," Morton told clients in a newsletter.

Another barometer, an index of help-wanted classified advertising keyed to a 1967 base of linage in 51 newspapers, fell to 80 in July, five points below the previous month and 43 points below the July 1981 level, according to the Conference Board, a New York City-based, independent economic and management research firm .

Despite an average 11-percent increase in rates, expenditures for newspaper advertising during the first six months of this year rose only 6.6 percent, an increase that, if continued through the rest of 1982, would be the worst for newspapers since 1975. (See chart, p. 6)

For the first half of the year, classified expenditures dropped .7 percent, retail rose 9 percent, and national rose 12 percent, according to the Newspaper Advertising Bureau.

But the bad news also contains the seeds for some good news. The combined short- and long-term problems tend to transform newspaper sales forces from sleepy "fat cats" into lean, hungry, aggressive sales tigers. "There has been an evolution from proof-haulers to trained marketers," says Edward J. O'Neil Jr., vice president/marketing of Ohio's Dayton Newspapers Inc.

Ad directors say many newspapers are changing the way they assign advertising accounts, the way they pay salespeople, the amount of training they offer, the research tools they use, the pricing structure for inserts and ROP, and the very look of their newspapers.

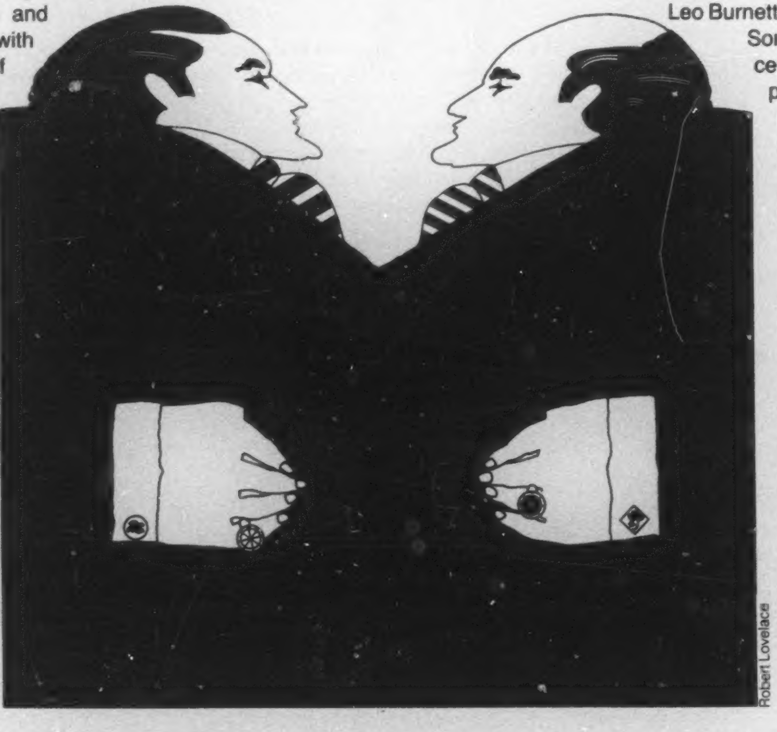
"It's just a different ball game than it was 15 years ago," says William Bonner, advertising director of The Tuscaloosa (Ala.) News (evening, circulation 30,739).

In addition to overhauling their advertising sales staffs, publishers are responding to the twin challenges of a slumping economy and increasing competition by offering a range of new products and by adopting a new, more responsive attitude toward the needs of advertisers.

"Newspapers have done more in the last three years than in the preceding 20 for their purchasers and in making themselves attractive to advertisers," notes Robert P. Blumer, director of media computer systems for the advertising agency Leo Burnett USA in Chicago.

Some observers worry that certain aspects of newspapers' accommodation to advertisers poses problems over the long haul. The shift from ROP ads to preprints, for example, has kept ad dollars flowing to newspapers and has kept advertisers happy, but newspaper-business analyst Morton worries that "the impact on space and money available for news is significant and disheartening." Like some others, he wonders whether the newspaper of the future will be nothing but a thin editorial wrapper around a thick wad of color inserts.

Other observers say newspapers are still in a defensive marketing pos-



Robert Lovelace

ture, reacting to what competitors are doing rather than boldly setting their own strategy.

For example, many newspapers threatened with marriage mail competition have set up their own total-market-coverage projects, in some cases mailing inserts to nonsubscribers. That may retain some of the vulnerable ad dollars for the newspaper company and fend off competition but at the expense of the daily newspaper's market share, notes Kenneth A. Leach, advertising manager of the Ohio Newspaper Association.

Several newspaper executives and marketing specialists believe that if newspapers' share of advertising does not start growing, it will erode, and the profits necessary for prosperity and growth will wash away with it. Though experts may differ on details of how to get newspaper advertising on the move, the changes currently under way appear to be part of a fundamental shift in how daily newspapers traditionally have functioned as an advertising medium.

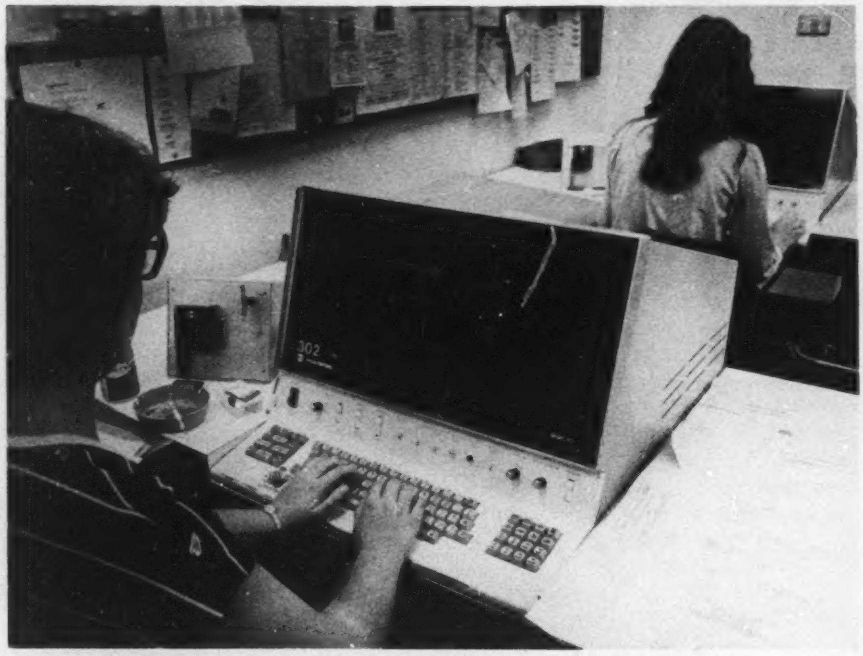
Sleepy past. According to newspaper mythology, the advertising department of the average daily once was a pretty relaxed corner of the communications world.

"The newspaper was the only game in town. The merchants were right on Main Street. You could do things your own way," recalls Jack E. Weaver, veteran advertising director of The Chronicle-Telegram (evening, 38,853) in Elyria, Ohio.

Such somnolence probably had its roots in the fact that aside from signs and notices posted on walls, newspapers have been the preeminent advertising medium since Colonial days. Even so, those early newspapers derived most of their revenues from circulation sales, not from advertising.

By 1887, when ANPA was founded to bring about better understanding and closer cooperation among publishers, advertising was accounting for nearly half of U.S. daily newspapers' total revenues. And by 1909, it brought in about two-thirds. At that point, newspapers, magazines and outdoor signs were virtually the only advertising media available. A decade later, radio sparked the explosion of electronic competition that still is expanding today.

From its near-monopoly status, the newspaper business saw its share of advertising expenditures decrease to 45 percent by 1935. And with the advent of television, there was further diminution.



More than 400 papers use VDTs for classified ads and more than 150 for display.

Since the early 1960s, newspapers' share of total ad expenditures has been fairly steady (see chart, p. 7)—and that share is more than those of television and radio combined. But newspapers' slight year-to-year declines since 1979 have stirred concern.

This is understandable, because the amount of money being spent on advertising in the United States is tremendous—$61.3 billion in 1981, $17.4 billion of which went to daily newspapers. A decline in newspapers' share that might seem small in percentage terms—the one from 1979-81 totaled .9 percent—translates into millions of lost dollars. And for most U.S. dailies, advertising now provides between two-thirds and three-fourths of their revenues.

With so much at stake, newspapers finally appear to be awake and busy.

People power. Recent presstime interviews with more than a dozen advertising directors from newspapers of all sizes reveal:

- Newspaper advertising staffs, which represent 10 percent of the average newspaper's work force, have grown in recent years. For example, the Inland Daily Press Association's 1982 report titled "Constant Dollar Newspaper" shows that the advertising work force of an average 20,000-circulation daily grew from one part-time and 11 full-time workers in 1959 to two part-time and 17 full-time workers in 1980.
- Advertising departments are hiring increasing numbers of college graduates, many with business or marketing backgrounds.
- Compensation is increasing, for the first time reaching parity with editorial salaries at many newspapers and even surpassing editorial starting salaries at some.
- For advertising salespeople, many newspapers are providing a higher ratio of salary to commissions and bonuses. They have found a guaranteed income, usually around 85 percent of total compensation, is needed to tide employees over months when sales are poor.
- Newspapers are placing new emphasis on training for advertising departments. The Newspaper Advertising Bureau has doubled its array of retail sales training programs in the past decade [presstime, July 1982, p. 40]. The American Press Institute, which has offered an advertising executives seminar since 1952 and a classified executives seminar since

1954, in recent years has added seminars for national advertising managers, retail advertising managers, weekly newspaper advertising executives and ad executives of newspapers under 75,000 circulation. State press associations and universities also are offering newspapers ad-sales and marketing training.

Yet the "marketing know-how" of the average sales force is just now "getting up to the point it should be," notes the Ohio Newspaper Association's Leach.

Meanwhile, the competition is not standing still. Broadcast sales reps, for example, work constantly to "create doubt in the advertiser about the wisdom of newspaper advertising," John C. Gorby, a partner in Youngs, Walker & Co. of Chicago, a management consulting firm, reported in a recent study by his company.

In contrast, advertising executives say, newspaper sales people often do not understand the strengths and weaknesses of their competitors or how ad buys in other media are related to the use of newspapers.

This deficiency is one the Newspaper Advertising Bureau hopes to remedy in its training sessions. "There is no point in going to an advertiser and just saying (broadcast) ratings are invalid," explains Charles M. Kinsolving Jr., NAB vice president-marketing/new technology. "If you are in a competitive field, you should be able to talk intelligently about it."

Newspaper salespeople should understand the ins and outs of the new media, too. For example, U.S. cable television attracted only $129 million in advertising expenditures last year, but Paul Kagan Associates Inc. of Carmel, Calif., a consulting firm that tracks cable revenue for the Cable Television Advertising Bureau, predicts that it will reach $831 million by 1985. And so far, indications are that cable's best opportunities may lie in the field of local advertising, historically the domain of newspapers.

But, Kinsolving notes, audiences for an individual cable channel are so small that measuring them accurately is almost impossible. A sophisticated understanding of sampling sizes and margin for error can help a newspaper salesperson explain the drawbacks of cable advertising to clients.

Although knowledge of research, marketing and competition is crucial, ad directors emphasize that sales personnel still have to be, first and foremost, skilled at selling. "I would rather find a 40-year-old who is a good salesman and train him than take a researcher who doesn't have selling skills," says Knight-Ridder's Parmalee.

And several executives said they have discovered some of their most successful salespeople in other departments of their own newspapers. As the number of production jobs decreases, and as workers in general become more interested in mid-career changes, newspapers are finding former compositors, circulation employees and business office staff evolving into ad sales specialists.

There are some limits on how many interests one salesperson can represent, however. While some newspapers are using their salespeople to sell classified ads for both the newspaper and a cable television channel, most papers have found it necessary to hire a separate sales force to sell cable display ads.

Mark B. Atkinson, president of the newspaper-cable operation in Eau Claire, Wis., says salespeople from the Leader-Telegram (evening, 33,886) were involved in planning his company's cable advertising experiment for months before its debut in early 1980. Despite that involvement, the newspaper sales force was not successful in selling display ads for cable TV.

"It is very difficult for a human being to carry more than one allegiance," Atkinson says.

Changing operations. As the level of advertising expertise increases, the way salespeople operate is changing, too.

Newspapers are using new electronic technology, such as video display terminals, to improve efficiency in creating ads, both in classified and display. According to surveys by the ANPA Research Institute, the number of newspaper plants equipped with VDTs for advertising went from 352 for classified and 60 for display in 1979 to 441 and 157, respectively, in 1981.

And Layout 80™, ANPA's electronic dummying system, has been installed at 30 newspapers.

There have been changes unrelated to technology, too.

Most larger newspapers still find advantages in having some advertising representatives specialize in certain categories—retail stores, for example, or restaurants. But at many smaller papers, efforts to manage time and staff more efficiently have led to assigning salespeople geographic territories.

Newspapers switching to assigned territories report that accounts no longer slip through the cracks because someone is responsible for every advertiser in a given area. Also, such a change can result in

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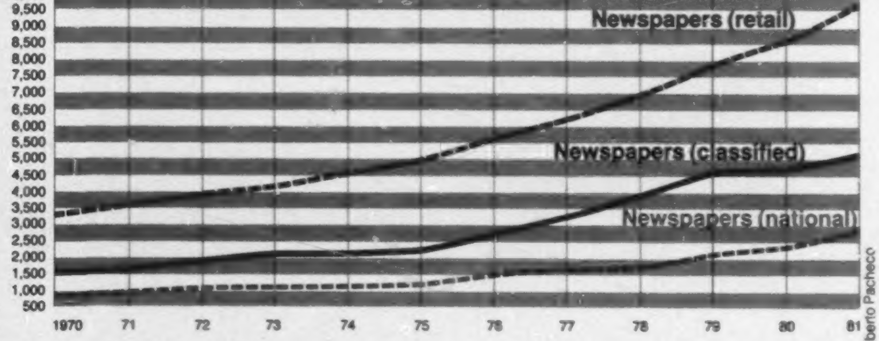


Source: Newspaper Advertising Bureau

substantial savings in time and travel money. "We cut out about $500 a month in mileage," reports Bonner in Tuscaloosa.

In many cases, the person responsible for a retailing area is expected to be a generalist, selling plans for retail, classified and co-op advertising. While a small number of advertisers may balk at such a change, most welcome it, ad executives report. Instead of dealing with several ad salesmen, store managers can cover all their advertising needs in one visit, saving themselves time, too.

But giving a salesperson all the advertisers in a certain area means he or she must become familiar with a larger array of merchandise, the marketing strategies of diverse retailers, the advantages and disadvantages of different types of advertising, the seasons when different products sell best, and the manufacturers who offer co-op plans.

Recent trends. To help out in this complex task, some newpapers are backing up their retail-sales staff with three innovations: telephone crews to handle very small accounts and to follow up with routine service for larger advertisers, creative departments to help flesh out the sales staff's speculative ads, and separate departments to handle cooperative advertising.

None of these concepts is totally new. Newspapers have been selling classified advertising by telephone for many years. The energy crunches of the 1970s, however, persuaded newspapers that reaching for the telephone was in many cases more cost-effective than hopping into a car to contact retail and even national clients.

"A telephone sales rep can make 50-60 calls per day. An outside rep can make four or five," says Marie Holland, vice president for telephone sales for the Newspaper Advertising Bureau.

A 1981 NAB survey revealed that 62 daily newspapers had retail telephone sales operations. A survey this year turned up 108. Executives say that nothing will replace the personal sales call for some advertising needs, but a consistent "telemarketing" program is an excellent way to service multiple clients and to develop new ones.

Separate creative departments also improve the quality of daily newspaper ads. The New York Times has a unit that prepares ads, sees that advertisers get proofs and follows through on in-paper placement.

Leach of the Ohio Newspaper Association believes more newspapers should separate ad sales and ad creation. "The personality traits which can make a person proficient in either of those two jobs are rarely found in the same person," he says.

But not all agree. Some say a deep understanding of each advertiser's business is crucial to make an ad successful, and it is the salesperson who has that understanding. At many papers, staff artists already are burdened with responsibility for editorial and promotional creativity and cannot take on advertising clients, too.

"If you've got artists or creative people who have time to visit customers, fine," says Christy C. Bulkeley, publisher of The Commercial-News (evening, 29,755) of Danville, Ill. "But I'd hate to depend for creative ideas on people who have to spend all day at their drawing boards and don't have the time to feel the customers' environment."

And with NAB estimating that $2 billion of the $7.5 billion available in co-op advertising goes unspent each year, a growing number of newspapers are setting up departments to tap that potential.

Cooperative advertising is money available from manufacturers to reimburse part, or all, of the cost of ads placed by local retailers. Sometimes, co-op ads are placed by manufacturers themselves, with tie-ins to local dealers. Co-op has a few drawbacks, however. It is very difficult for a local retailer or local ad medium to keep track of what plans are available, how much money they involve, and what the restrictions are.

What's more, giving manufacturers proof that the ads were run under the required conditions and collecting payment can be a monumental administrative headache.

The NAB has been encouraging newspapers to capture more of those ad dollars by the simple expedient of putting one person or one department in charge of collecting the plans, telling the rest of the staff about them, helping the sales reps and retailers fill in the paperwork, and shepherding the payment process.

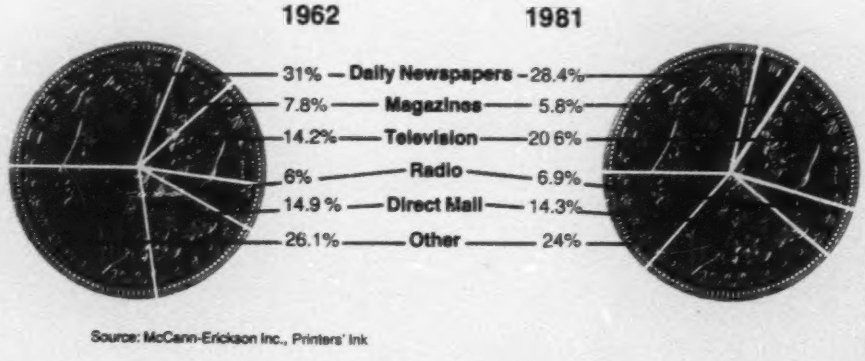
Some newspapers, such as The High Point (N.C.) Enterprise (evening, 30,726), are investing in computers to help in this process. Others rely on a filing cabinet. But virtually all newspapers that have attempted to systematize co-op advertising say they've enjoyed significant increases in revenue [presstime, May 1982, p. 15].

New products. In addition to innovations within the ad department, daily newspapers have a wide array of new products and services to offer advertisers. These include growing numbers of Sunday newspapers, color magazines, TV log books, daily and weekly special sections, zoned editions for both ROP and preprints, TMC products and electronic media such as cable television

The growth of these products and services has been fueled by a variety of recent developments, including:

- Color advertising, whose quality and quantity have grown with the spread of offset presses. In 1981, color ads totaled 242 million full-run lines and 10.9 million partial-run lines. Several advertising exec-

Newspapers' share of advertising revenue



Source: McCann-Erickson Inc., Printers' Ink

Alberto Pacheco

"The newspaper was (once) the only game in town. The merchants were right on Main Street. You could do things your own way."

Jack E. Weaver
The Chronicle-Telegram
Elyria, Ohio

utives believe the vivid color of USA TODAY, Gannett Co. Inc.'s new national newspaper, is bound to widen newspapers' eyes even more to color possibilities.

- Standard Advertising Units, which became available to advertisers a little more than a year ago, culminating six years of work by industry groups. SAUs are the latest in a series of recommended ad sizes designed to make it easier for national advertisers to place standardized ads in newspapers' bewildering array of formats. A newspaper-business working committee is continuing efforts to make the sizes fit even better and to expand the concept to other advertisers.
- NEWSPLAN discounts, introduced by the NAB, offering national advertisers incentives to increase their volume. They are an effort to answer national advertisers' concern over the differential between national and local ad rates—as much as 150 percent in some markets.
- National, syndicated, newspaper readership research, which supersedes a hodgepodge of private research studies. The first syndicated study became available in 1980. Currently, newspapers working through the Newspaper Research Council and the International Newspaper Advertising and Marketing Executives organization are cooperating with two firms in surveys of the largest U.S. markets. Results will be available as computer data bases as well as printed reports, a step that some hope will simplify media buying.
- TMC vehicles, which supplement newspaper penetration, now available from about 60 percent of U.S. daily newspapers.
- Extending discounts for planned schedules to more classes of advertisers, changing the way inserts are priced, and otherwise offering greater flexibility in setting rates. While some changes, such as free classified ads and "sales" for volume increases, are short-term responses to the poor economy, others appear to be fundamental changes in how newspapers price their products.
- The growth in editorial features "sponsored" by advertisers [presstime, June 1982, p. 28]. In part, this reflects growing cooperation between advertising and editorial departments. Some newspapers report that editors who see news or feature justification for a special section are more willing to help ad departments produce them. On the other hand, advertising departments no longer automatically demand that reporters write copy for non-news supplements.
- The Federal Trade Commission's July 7 decision to dismiss its five-year-old complaint that sought to restrict the volume discounts offered advertisers of the Los Angeles Times.
- One-order, one-bill advertising buys, still a dream nationally but available on a statewide basis through some state press associations.
- The Newspaper Co-op Network, a joint project of NAB and INAME that can make one-order, one-bill co-op advertising buys across the country. Since its launching in January, the NCN has handled more than $500,000 in ad buys for such manufacturers as Vivitar Corp., Hewlett-Packard Co., Pennzoil Co. and Reuter Laboratories.

In addition to innovations currently available, investigations continue into using satellites to place ads in newspapers. Advertising agency executives say being able to place one standard ad in dozens of newspapers with the push of a button would make newspaper buys significantly easier. So far, however, there has been no success in finding suppliers who could provide the necessary equipment at a cost-effective price.

Obstacles to growth. Despite these advances, advertisers, ad agencies and even newspaper executives say daily newspapers have a long way to go in their effort to turn a static market share into a growing one.

Advertising decisions increasingly are being made on a national or regional basis by people far from a given newspaper market. As decision makers grow more remote from the newspaper salesperson's warm, personal touch, they are increasing demands for hard, cold research data in easy-to-use formats. Newspapers are playing catch-up in this regard.

And while ad agency production departments view SAUs as a godsend, many media buyers have voiced concern about charges for extraneous white space where SAUs don't quite fit some newspapers' formats.

National advertisers have been asking newspapers to standardize and simplify items such as formats, rate structures, rate cards and discounts for years. Industry groups have been moving in that direction, but slowly. The tradition of individuality is a strong one among daily newspapers, and no one in the advertising business expects it to fade away entirely. In fact, many see it as one of the business's strengths.

Craig C. Standen, president of the Newspaper Advertising Bureau, says that each individual daily newspaper reflects "the needs and information desires of its community." The fact that people make buying decisions in their own areas makes the local newspaper an even stonger ad medium, he says.

But some advertisers, dissatisfied with the production quality and reader penetration of some papers, have in recent years turned in great numbers to a print product whose quality and distribution they can control: preprints.

The run from ROP. Preprints are generally used by retail stores, although national advertisers are getting into the insert business with coupons.

The number of inserts carried by daily newspapers grew from an estimated eight billion in 1970 to 28.7 billion in 1981. The NAB says the rate of increase has slowed

"There is no point in going to an advertiser and saying (broadcast) ratings are invalid. If you are in a competitive field, you should be able to talk intelligently about it."

Charles M. Kinsolving Jr.
Newspaper Advertising Bureau

dramatically in the last three years, and there are mixed views about future trends.

In California, Dean R. Bartee, sales and marketing vice president for the San Jose Mercury (morning, 163,285) and San Jose News (evening, 63,544), says all the advertisers in his market who can afford to use preprints already are doing so. He expects little growth in the number of retailers and thus little growth in preprints. "We have budgeted in 1983 for the same number of inserts as in 1982," he says.

But in economically depressed Danville, Ill., publisher Bulkeley says advertisers are still increasing their use of preprints, at the expense of ROP, and she sees no signs of a slowdown in their growth.

Like analyst Morton, some newspaper executives worry about the implications of the shift to preprints because a reduction in ROP ads often means a smaller newshole. While most newspapers say the switch from ROP has not yet significantly harmed the editorial side, the combination of the switch and the poor economy has cut the newshole slightly at some papers.

Declines in editorial space could come back to haunt the advertising department, because increasingly it is recognized that quality editorial content and success in advertising are interrelated.

Vance L. Stickell, vice president/sales for the Los Angeles Times, says the strategy that produced his newspaper's spectacular advertising success began in 1959 with "dramatic product improvement" on the editorial side. Similarly, Lance R. Primis, advertising director of The New York Times, says his paper's move to special sections and features during the 1970s facilitated the advertising department's ability to create targeted marketing strategies for specialized advertisers. Readership and circulation were listed as the main concerns of ad directors in a recent INAME survey.

Looking ahead. Advertising experts agree that the future of ROP advertising—and the future of newspaper advertising in general—depends on how well newspapers respond to dramatic changes taking place in the advertising environment. (See **essay**, p. 26).

ADVERTISING INFORMATION

Charles Steinbrumer, Dayton Daily News

Connie Smith (seated center), telemarketing manager at Dayton (Ohio) Newspapers Inc., discusses telephone sales with (from left) Frank Gaffney, Valerie Williams and Pauline Hafenbrack.

The trend to concentration of decision-making, for example, is not confined to retail advertising. In classified, the recession has brought the closure of many local auto dealers and real estate agencies. More national franchises and conglomerates are placing the ads. In 1981, according to the NAB, 40 percent of all help-wanted billings went to a few, large recruitment ad agencies.

In the national arena, ad agency mergers also mean that a smaller group of people are making decisions for more and more national advertisers.

As a result, the lines between traditional categories are blurring.

In response, some dailies are assigning their own staffers to monitor national advertising trends instead of leaving it all to their national advertising representative companies. Meanwhile, those large "rep" companies, which in the past sold only national advertising, are becoming involved in retail and classified buys, too.

Newspaper publishers and ad directors hope that these and the myriad other steps they are taking will keep them in the current race for advertising dollars and possibly put them in the fast lane when the economy again accelerates.

At that point, newspapers still will face growing competition and a changing retail environment. But marketing consultant Christine Urban says if they maintain momentum, newspapers and their advertising customers can "come out of the recession leaner and smarter than they went into it." ☐

Related stories:

- **Impact of postal cases, p. 14**
- **Craig Standen column, p. 24**
- **Profile of Robert Coen, p. 25**
- **Christine Urban essay, p. 26**

NAB President Standen sees continued gains in national advertising

(Editor's note: Craig C. Standen on June 8 became president of the Newspaper Advertising Bureau, a New York-based, nonprofit membership organization for daily newspapers. Before joining the bureau, Standen was director of marketing services for R.J. Reynolds Tobacco Co. He spoke recently with presstime *staff writer Elise Burroughs on the prospects for national advertising in newspapers.)*

presstime: Do you expect national advertising will be up for newspapers this year?

Standen: I believe national will be up this year. I believe from a revenue point of view that we will continue to see gains in national—gains that are greater than the revenue gains we'll experience in most other categories of advertising.

National has been recognized as the newspaper business's best opportunity for growth because we today command a relatively small share of the national advertiser's total dollar expenditure, about 8 percent.

presstime: In talking to people at advertising agencies, some say NEWSPLAN discounts are wonderful, but one ad agency executive told me they're difficult to use because they are not applied in a uniform manner. Apparently, each newspaper has its own discount, and it's very difficult to figure out. Do you think this is a major problem?

Standen: Ideally, to buy any number of newspapers, from the advertiser's point of view, the easiest thing to do would be to deal with just one rate. Just one order. We don't live in an ideal world.

The issue of rates is one that I think maybe—maybe—makes it a little more difficult for an advertiser to use newspapers on a large scale. But to some degree, I think the advent of the computer and the advent of NEWSPLAN discounts has removed a lot of that difficulty and therefore a lot of the traditional cost. So to some degree, in my opinion, the people who say newspapers are just too hard to use are saying, "I'm not interested in using newspapers," but they're giving an excuse.

I think we will continue to make improvements in standardizing the buying process and the ordering process and the production process for newspapers. But I think having different rates at different newspapers is probably not as important as projects such as standardizing newspaper page widths and column formats.

presstime: In what areas of national advertising do you expect to see growth for newspapers this year?

Standen: For the past two years, national has grown significantly faster than either retail or classified.

(But) I don't think you can assume that you will get growth automatically. . . . I think our big opportunity is to do two things.

One thing is to position for some advertisers and to reposition for others the health and value of the newspaper in a rapidly changing media environment. I think it's human nature that the interest in and focus on the new technology, notably cable, probably transcends the long-term advertising potential of those media. And I think that's because they're new and sexy. Everyone wants to get involved in them.

The point that I think we need to drum home is that we're still America's largest advertising medium and we still reach and penetrate the highly desirable, better educated, higher income consumers in this country. . . .

The other side of that opportunity is . . . as an industry we've got to continue to make newspapers easier and . . . less costly for advertisers to use.

There are some things that are happening in the economy that can work in our favor. . . .

I believe we're coming into a period of time when the consumer will need and demand more information about the product, about what's in the product, about the benefits of the product, about the warranties attached to the product, about how the product can be used.

Advertisers will come to recognize that. I think we'll see less of an emotional or an impulse sell and more of a rational, well-thought-out-purchase-decision kind of sell. I think that's where print has its strength. . . . To the degree that advertisers need that kind of communications medium, then they represent industries where we have probably better than average potential.

presstime: Some specific examples?

Standen: Home electronics, including personal computers, videotape recorders and other electronic devices, are going to represent to the consumer a substantial investment—one in which the differences probably require a fair amount of explanation for the consumer to understand how one product or brand is different from or better than another. . . .

I think we've been the recipient of significantly increased national automotive spending. I think that's because they need the flexibility that our medium provides since they are looking in many cases for short-term solutions or trying new programs short-term to stimulate the purchase of automobiles.

The transportation business, from what I read, has been consistently losing money, yet we continue to get the lion's share of their business. But they, too, are responding both to the economy and to the relatively recent deregulation of air fares.

(On the other hand), the tobacco business, which is our largest national account (see chart, next page), is not showing the same kind of growth in calendar 1982 that it did in calendar 1981. . . .

The other thing is, I think the national advertiser who historically has continued to spend in the face of recession is more likely to maintain a predetermined advertising level on the theory that in a down economy, the secret . . . is to increase his share of the available business. So that when the recession turns around, he's got a higher share base. You can only do that for so long. . . .

presstime: Most national advertisers at this time use ROP advertising, is that correct?

Standen: It depends on what their purpose is.

The natonal advertiser will run two kinds of advertising. They will run . . . image advertising which has no specific consumer incentive attached to it. And they will run what we call coupon, a promotional (type of) advertising.

The advertiser generally has two different sets of objectives that are applicable to each of those. Some of our categories (of national advertisers) are predominantly coupon advertisers who use the newspaper primarily as a promotional vehicle. Food would be the most common in that category.

If you take a look at another category of national advertising, the airline industry runs some promotional advertising, but it doesn't require the consumer to clip from the newspaper and deliver it to the point of purchase.

They run an awful lot of origin-and-destination advertising, and when they have a special promotion on a specific route, say New York to San Francisco, they would use the newspaper to communicate what the savings and what the value and what the conditions of that special rate are. And that tends to be ROP.

presstime: If national advertisers increase their advertising in newspapers, will it be mostly ROP or mostly coupons?

Standen: My guess is that it will be predominantly ROP. But a great deal of that will depend on our ability to continue to improve the production qualities of the printed page as well as to offer good quality color reproduction, because for many national advertisers, color is an important creative consideration and can be a limiting factor when it comes time to evaluate ROP.

presstime: Some people in the business have voiced the fear that the newspaper of the future will be nothing more than an editorial wrapper around a package of preprints. Is there any limit to the growth of preprints.?

Standen: The growth of preprints—which has been from the newspaper point of view primarily from the retail side of the business, not the national side—has been fueled by a lot of different factors.

One of them has been cost, in two senses. The cost of production money that's paid to print, and the cost of distribution.

With the advent of shared mail in recent years as a significant competitor to the preprint business, I think it's caused an awful lot of newspapers to reevaluate what they are charging the advertiser to distribute.

But beyond just cost, a preprint can provide some advantages to a multi-market advertiser.

One, it gives him tremendous control over his advertising, because rather than having a series of individual newspapers print his advertising, he has one simple source of supply. So he has a lot of control over the quality.

The second thing is, to some degree . . . reflective of the trends in some retail businesses where decisions for large multi-market retailers are being made at higher and higher levels. It's sometimes easier not only to control but to use a preprint.

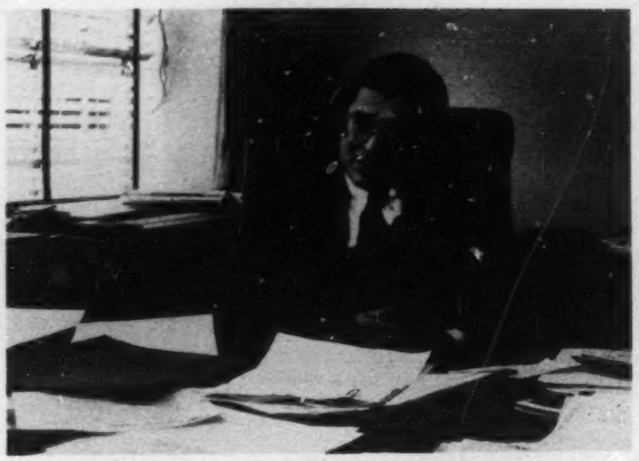
Much of the work we have done indicates that in looking at preprints versus, for example, ROP ads, we find that preprinted advertising will tend to be effective if the objective is to reach people who currently shop in your store on a regular basis.

ROP, however, tends to do a better job of reaching people who are not regular users of your store and/or who have never considered shopping in your store.

presstime: If newspapers, over the next few years, get their research into a nice syndicated package that everyone can use, have Standard Ad Units, have rates that are easy to use—if newspapers do all of these things, how much of the national advertising share could they wrestle away from competitors?

Standen: It would not be unreasonable for me to believe that we could double our share in a decade if two things happen that I believe will happen. Number one, if newspapers continue to improve the product for the advertiser . . . from a production point of view as well as a flexibility point of view. Number two, I believe that the advent of new forms of telecommunications—and notably cable (TV), because I think that's the here-and-now technology—is going to change the nature of commercial television. And it's going to force the advertiser to take a look or a relook at what he has traditionally used to deliver his message.

It's a communication challenge as well as just a media challenge. ☐



Craig C. Standen

Top 25 U.S. newspaper advertisers (1981)

Advertiser	Rank among newspaper advertisers	Rank among national advertisers	Ad expenditures in newspapers 1981	Ad expenditures in newspapers 1980	Ad expenditures in all media 1981
R. J. Reynolds Industries	1	8	$142,344,700	$113,099,900	$321,300,000
Phillip Morris Inc.	2	4	90,602,700	77,624,200	433,000,000
General Motors Corp.	3	3	65,502,100	52,209,100	456,800,000
Loews Corp.	4	42	49,591,300	45,624,400	141,400,000
B.A.T. Industries PLC	5	21	45,909,600	13,644,800	199,300,000
Ford Motor Co.	6	11	31,989,700	24,379,500	286,700,000
Chrysler Corp.	7	24	30,955,700	21,320,600	193,000,000
RCA Corp.	8	17	29,536,900	25,122,100	208,800,000
Eastern Air Lines	9	87	23,670,000	20,160,700	54,100,000
Delta Air Lines	10	91	21,653,100	20,409,900	44,500,000
AT&T	11	9	21,530,600	19,180,900	297,000,000
American Airlines	12	89	20,068,100	17,477,600	51,500,000
UAL Inc.	13	75	19,034,400	16,245,200	70,600,000
Pan American World Airways	14	*	17,984,300	13,902,300	*
Time Inc.	15	43	17,825,300	10,901,200	141,100,000
Trans World Corp.	16	57	17,354,100	17,546,100	951,200,000
CBS Inc.	17	46	15,822,600	14,869,100	134,000,000
Warner Communications	18	37	13,324,000	1,728,300	159,000,000
American Brands	19	66	13,243,100	16,816,500	82,200,000
Seagram Co. Ltd.	20	41	12,758,300	18,042,600	145,000,000
Toyota Motor Sales	21	81	11,222,100	7,023,300	108,200,000
American Broadcasting Cos.	22	99	10,270,300	11,899,800	40,100,000
General Electric Co.	23	35	10,065,400	12,128,400	164,700,000
Norton Simon Inc.	24	38	9,925,500	5,461,800	149,900,000
Dart & Kraft	25	30	9,788,100	6,663,300	177,000,000

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*Not ranked among the top 100 national advertisers.

Supreme Court actions so far are four-to-one in press's favor

Beginning its 1982-83 term, the U.S. Supreme Court let stand four lower-court decisions that favor press interests and one decision that does not.

The four denials of *certiorari* that were favorable to the press involved these cases:

- *Joseph A. Maressa v. New Jersey Monthly*, in which a public figure sued for libel because the magazine described him as one of the state's "worst" legislators; and a companion case, *Resorts International Inc. v. New Jersey Monthly*, in which the casino sued for libel because the magazine said it was a "mismanaged, unscrupulous, mob-tainted company with the morals of an alley cat."

The New Jersey Supreme Court had found in favor of the magazine in both cases [presstime, June 1982, p. 13].

- *Arizona v. McGraw-Hill*, in which five states wanted Platt's Oilgram Price Report to reveal names of news sources. A U.S. District Court judge in New York granted that request, but the 2nd U.S. Circuit Court of Appeals reversed the decision on appeal of McGraw-Hill.
- *Miskovsky v. Oklahoma Publishing Co.*, in which the Oklahoma Supreme Court overturned a libel judgment against The Daily Oklahoman and Oklahoman City Times. George Miskovsky, a 1978 candidate for the U.S. Senate, claimed the newspapers libeled him by publishing stories on his remarks relating to the alleged homosexuality of his political opponent. Miskovsky also objected to an editorial criticizing him for those comments [presstime, Feb. 1982, p. 17].

In the fifth case, *Sun Publishing Co. v. James Jones*, the Sun News of Myrtle Beach, S.C., had been sued for wrongly reporting that a man had pleaded guilty to pirating stereo tapes. The man received a $35,000 libel award, and the Supreme Court—by refusing to hear the newspaper's appeal—let it stand.

Still pending before the court this term are petitions for *certiorari* in:

- *Press-Enterprise Co. v. Superior Court of California*. The Press-Enterprise of Riverside, Calif., is appealing a trial court's closure of jury selection in a rape-murder case and the sealing of related transcripts.
- *Home Placement Service v. Providence Journal Co.* The newspaper company is appealing a ruling of the 1st U.S. Circuit Court of Appeals that it violated antitrust law by refusing to accept classified advertising offering housing rental information for a fee [presstime, Oct. 1982, p. 19]. The court has asked for Justice Department comments on the case.

Earlier this year, the Supreme Court agreed to hear two cases of interest to newspapers: *Minneapolis Star and Tribune Co. v. Minnesota Commissioner of Revenue*, over a state tax on newsprint and ink [presstime, Sept. 1982, p. 14]; and *National Association of Greeting Card Publishers v. U.S. Postal Service*, over postal rate-setting [presstime, Sept. 1982, p. 9]. □

Court briefs

William B. Ketter

A recent study by the American Society of Newspaper Editors indicates that **law school students** generally receive a grounding in First Amendment principles. The exposure usually comes through traditional law school courses, such as Constitutional Law I, Torts I or Torts II, rather than specific "media law" courses, the survey found.

Survey director William B. Ketter, editor of The Patriot Ledger of Quincy, Mass., pointed out that the survey was not all-conclusive, however. Only 10 percent of the nation's approximately 600 law schools responded to the ASNE questionnaire distributed last May.

Many of their answers were in the form of questions and comments rather than data that could be grouped and tabulated. Ketter said some respondents "considered the questions 'loaded' with a press bias even though they were developed by a group of journalists, judges and attorneys."

• • •

Former Trenton (N.J.) Times circulation director Robert Larry Thayer was sentenced to 18 months in jail after being found **guilty of misappropriating newspaper funds** as part of a scheme to inflate circulation figures from 1978-80 [presstime, Nov. 1981, p. 15].

A Mercer County, N.J., Superior Court trial judge rejected Thayer's plea for a new trial. Thayer in late October asked the New Jersey Court of Appeals to release him on bail pending an appeal. Three co-defendants also were found guilty, and two received six-month jail terms.

• • •

The 9th U.S. Circuit Court of Appeals Oct. 11 granted ANPA friend-of-the-court status in an appeal of a federal judge's **rejection of a proposed joint operating agreement** between the Seattle Post-Intelligencer and The Seattle Times.

In its *amicus* brief, the Association did not address whether the JOA should have been approved but rather focused solely on U.S. District Court Judge Barbara J. Rothstein's interpretation of the 1970 Newspaper Preservation Act. Her interpretation, overturning Attorney General William French Smith's approval of the JOA, was "contrary to the act and its legislative history," ANPA maintained [presstime, Oct. 1982, p. 12].

• • •

Trial began in October in U.S. District Court in St. Paul, Minn., in a case stemming from the June 1979 publication of a supposedly humorous edition of the University of Minnesota student newspaper.

The edition caused a public outcry and resulted in a decision by the school's board of regents to make refundable the portion of the mandatory student fee that had been going to the publication.

The Minnesota Daily, its editors and the board of student publications subsequently filed suit seeking **injunctive relief and a finding of unconstitutionality**. □

'Back door' maneuvers threaten the Freedom of Information Act

Congress is once again attempting to amend the Freedom of Information Act through the "back door."

While a major bill affecting the FOIA (S 1730) remains stalled in the Senate Judiciary Committee [presstime, Oct. 1982, p. 14], Congress has been adding FOIA amendments to other pieces of legislation.

Three instances have been identified. All may be acted upon during the lame-duck session to convene Nov. 29:

- S 2916, an appropriations bill for the Treasury Department, would exempt the Secret Service from the FOIA. The bill was reported out of the Senate Appropriations Committee Sept. 16. The House Appropriations Committee reported out its version of the bill Sept. 22 without the FOIA provision.

S 1730, the major piece of FOIA legislation, contains a compromise provision agreed to by press groups granting the Secret Service a qualified exemption.

- HR 6872, a federal court reform bill, would eliminate the provision in the FOIA mandating expedited court treatment of FOIA appeals. The bill was passed by the House Sept. 20.

Richard M. Schmidt Jr., general counsel of the American Society of Newspaper Editors, said he has been informed by staff of Sen. Patrick J. Leahy (D-Vt.) that the senator is ready to offer an amendment to strike the FOIA provision.

- S 2109 and HR 5447, bills reforming the Commodity Futures Act, would restrict disclosure of information submitted to the Commodity Futures Trading Commission. The Senate-passed bill amounts to a prohibition against disclosure. The House-passed bill would require that people submitting information be notified when an FOIA request is made for that information, thus giving them an opportunity to object. A conference committee must reconcile differences between them.

According to Harold C. Relyea of the Congressional Research Service of the Library of Congress, these attempts follow two back door FOIA amendments enacted earlier in the 97th Congress.

One, attached to a major budget bill, restricts disclosure of information submitted to the Consumer Product Safety Commission.

The other, in a bill dealing with the Department of Energy's defense activities, is a strengthening amendment. It limits authority previously granted to the secretary of energy to protect certain kinds of unclassified atomic energy and nuclear energy defense information.

In congressional testimony, ANPA has opposed this kind of piecemeal amending of the FOIA. ☐

Tax break approved for N.Y. newspaper company

President Reagan Oct. 22 signed a bill passed earlier in the month by the Congress giving a tax break to a New York state media company that bought a newspaper.

Johnson Newspaper Corp. of Watertown, publisher of the Watertown Daily Times, sold its Watertown television station WWNY-TV to comply with Federal Communications Commission cross-ownership regulations.

Under Internal Revenue Service rules, if the company had used the proceeds from the sale to buy another broadcast outlet, it would have qualified for an exemption to the federal tax on the capital gain.

However, Johnson Newspaper used the proceeds to buy The Daily News of Batavia. Sen. Daniel Patrick Moynihan (D-N.Y.) introduced an amendment to HR 4717, a miscellaneous tax measure, to extend the tax break in a Watertown-like situation to any newspaper purchase [presstime, Feb. 1982, p. 11]. But a conference committee narrowed the scope so as to apply only to Johnson Newspaper Corp. ☐

Hearings open on protecting electronic media

The Senate Commerce Committee in late September held hearings to lay the groundwork for drafting a constitutional amendment to guarantee freedom of expression to the electronic media.

Chairman Bob Packwood (R-Ore.), who has proposed such an amendment, opened the hearings by saying: "The notion that the government must regulate electronically transmitted information because of (electromagnetic) spectrum scarcity simply ignores today's reality and tomorrow's promise."

The first day of the hearings was devoted to a discussion of technological developments that have made spectrum use more efficient. The second day dealt with policy implications of these developments.

Ithiel de Sola Pool of the Massachusetts Institute of Technology said the perceived shortage of radio frequencies that existed when broadcasting was first regulated in 1927 no longer exists, and, therefore, the regulations are no longer justified.

Thomas G. Krattenmaker of Georgetown University Law Center, labeled as "nonsense" each of the reasons suggested by the U.S. Supreme Court for regulating broadcasting: that the electromagnetic spectrum is a scarce resource, that the broadcast media are pervasive and that broadcasting is accessible to children.

"If scarcity refers to quantity, the number of broadcast stations in the U.S. far exceeds the number of newspapers," he said.

He added, "a radio station is no more pervasive or accessible, as the Supreme Court used those terms, than a home-delivered newspaper."

ANPA has formed a Special Task Force on Content Regulation and Electronic Media [presstime, Oct. 1982, p. 13]. ☐

Cable TV copyright bill passes House, goes to Senate

The House of Representatives Sept. 28 passed cable TV copyright legislation, HR 5959, by a vote of 347-53 [presstime, May 1982, p. 35].

It represents a compromise worked out between trade associations representing the cable, motion picture and broadcast industries.

In the Senate, the bill was referred to the Judiciary and Commerce committees. It may be acted upon when Congress convenes in a lame-duck session Nov. 29. ☐

Rate formula explained

Newspapers explore complex third-class issues

The complexities of the postal-rate-setting system continue to affect newspapers as industry experts grapple with possible approaches to two cases pending at the Postal Rate Commission.

The Joint Postal Task Force of ANPA, the Newspaper Advertising Bureau and the National Newspaper Association is addressing the situation, as is the ANPA Postal Committee. Both groups are cautioning newspaper executives to be wary of any postal-rate proposals that seek to change only *one* of the many interrelated facets of the rate structure. And the concern is not just the historical relationships between third-class, second-class and first-class rates.

The immediate concern of the newspaper industry's postal experts is the third-class-rate formula in which *relationships* between the piece rate and the pound rate determine a "weight break" below which the combined mailing of several advertising preprints may be especially attractive.

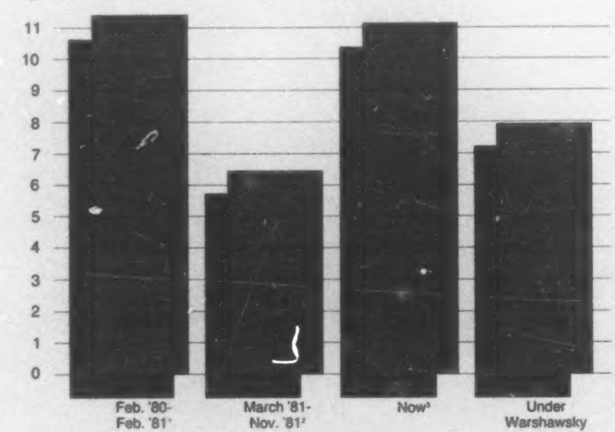
"Some postal users seek to change one or another of the formula factors without knowing, or perhaps caring, what the impact on the weight break will be," said ANPA Executive Vice President and General Manager Jerry W. Friedheim. "But newspapers do care, and ANPA's longtime position before the Postal Service and its Board of Governors, as well as the Postal Rate Commission, has been that piecemeal changes in the rate structure are unwise, unfair and counterproductive. Rather, ANPA has felt the overall rate structure must be addressed in the context of general rate proceedings which are expected to come next year."

The weight break can be calculated according to this formula:

- Piece rate divided by pound rate *equals* the weight break divided by 16 ounces (one pound).

Thus any change in *either* the piece or pound rate will change the weight break in ounces.

Cost to mail five, eight-page tabloids
(assuming 1 ounce each with a carrier-route presort discount)



[1] Based on rates existing before the last general rate case
[2] Based on lower rates that sparked use of "marriage mail"
[3] Based on current rates resulting from governors' response to appeals by ANPA and others
[4] Based on rates proposed to the Postal Rate Commission by Warshawsky & Co

Alberto Pacheco

The current, non-presorted, piece rate of 10.9 cents and the current pound rate of 45 cents thus result in a weight break of 3.88 ounces. There is a three-cent discount for each piece presorted to the carrier-route level for mailings regardless of weight.

The recent history of the costs to mail tabloid preprints is shown in the chart on this page.

Third-class mailers pay postage according to *either* the per-piece charge *or* the pound rate. "What determines which rate will be used is the weight break," explained ANPA Vice President/General Counsel W. Terry Maguire.

For example, a marriage mail package weighing 3.87 ounces (just under the weight break) would be mailed at the per-piece rate. If the package weighed 3.88 ounces or more, it would be mailed at the per-pound rate.

"The weight break is a concept that has never been fully addressed in the postal ratemaking process," Maguire noted.

Given the above complexities and relationships there could be a major impact on newspapers if the two current Rate Commission cases proceed.

One of the cases has been filed by Warshawsky & Co., owner of the J. C. Whitney mail-order auto parts firm. Warshawsky wants to change the per-pound rate from 45 to 33 cents, a level that was in effect from March 1981 to Nov. 1981, for benefit of its heavy catalogs.

That action would allow the Whitney catalogs to be sent at a lower rate; but, most importantly to newspapers, it would give marriage mailers a major boost through a 36-percent increase in the weight break to 5.28 ounces.

In the second case before the Rate Commission, a group of third-class mailers has urged immediate action on the setting of permanent third-class rates, rather than a delay pending a full, rate-case proceeding next year.

The PRC "clearly has a responsibility" to come up with new rates, said the petitioners—Direct Mail/Marketing Association, Reuben H. Donnelley Corp., Mail Order Association of America and Third Class Mail Association. "The need for expedition is obvious," they said.

ANPA Oct. 20 filed in opposition to the petitioners in both Rate Commission cases, reiterating a previous argument made before the PRC that the commission should defer consideration of third-class rate changes until further action by the postal Board of Governors [presstime, Oct. 1982, p. 15]. The governors are responsible for asking the PRC to recommend rates based on revenue requirements of the Postal Service.

ANPA also said the PRC should not consider the Warshawsky request in particular because it raises issues settled in the last general rate case and in a federal appeals court opinion that followed.

The cases have raised more than legal questions for the newspaper business.

Lower rates could facilitate newspapers' direct-mail and TMC products, but they also could help competing direct-mailers lure away supplement advertisers as well as ROP advertisers. □

Panel supports full freedom for all media

By C. David Rambo
presstime staff writer

The ANPA Telecommunications Committee has gone on record as supporting the principle that First Amendment rights now enjoyed by the print media should be extended to apply to electronic media.

The action supports efforts of a new Association task force to develop an ANPA position against content-related restrictions on electronic publishing [presstime, Oct. 1982, p. 13]. Opinions on the issue also are being sought from the Association's Government Affairs and Press/Bar Relations committees. The aim is to present a recommended written position on the issue from the committees to the ANPA Board for its consideration.

The Telecommunications Committee could not agree on language for such a position. Endorsing the concept at its semiannual meeting Oct. 4-6 in Washington, D.C., was difficult enough.

Some members worried that such a print-industry stand could backfire and result in imposition of broadcast-type restrictions on newspapers.

No one spoke against the concept, but several members voiced concern that everyone involved be aware that the issue is an important one and that endorsement of the extension of rights represents a big commitment on behalf of ANPA.

For example, Dolph C. Simons Jr., editor and publisher of The Lawrence (Kan.) Daily Journal-World, said he agreed with the basic stand taken by the Committee but did not want to "wrap ANPA up with all these other operators for which government has a direct say in whether they'll be in or out of business."

But advocates said the newspaper business has put off this issue for years and now must come to grips with it.

"I don't think we can duck it," said Robert M. Johnson, president and chief operating officer of Newsday on Long Island, N.Y., who is a member of the content task force and chairman of the Telecommunications Committee's Public Policy Subcommittee. "The reality is that there are people out there who are going to be looking to us for a position."

Newsday's Johnson tells Committee it's time to take a stand.

The content task force will meet again Nov. 10 to discuss, among other things, a proposal by Sen. Bob Packwood (R-Ore.) for a constitutional amendment ensuring that broadcast media are as free of constraints as print media. He held hearings on the matter in October. (See story, p. 13.)

The Telecommunications Committee meeting also included discussion about the new AT&T consent decree [presstime, Sept. 1982, p. 10], AT&T's future role in electronic information services, the future of cable television and other items.

AT&T issue. Richard E. Wiley, outside communications counsel for ANPA, predicted there will be renewed emphasis in Congress in 1983 to pass legislation to update the 1934 Communications Act.

Proponents of that legislation may ask for ANPA's support because the Association "proved to be a very formidable player" in Congress the past two and a half years, Wiley added.

Joint ventures with AT&T and the local Bell operating companies were discussed with Committee dinner guests Randall T. Tobias, AT&T vice president-residence marketing, sales and service, and Dennis J. Sullivan Jr., assistant vice president-residence product management and development. They pointed out that after divestiture in January 1984, local joint ventures will be conducted through the local operating companies.

The two AT&T executives reiterated that AT&T does not plan to be an electronic publisher. "We have not had, we do not have, and plan to have no interest in a business where we would control the content of an electronic publishing activity," Tobias said.

AT&T plans in mid-1983 to introduce a new computer terminal that will incorporate a high degree of "user friendliness"—that is, it will be easy to use, Tobias said. "If a user has to do with a videotex terminal what he has to do with a personal computer, it'll never fly," he commented.

In other business:

- The committee established a "marketing/strategy options task force" to study opportunities for newspapers. The group will be chaired by Telecommunications Committee Vice Chairman Charles H. Everill of Harte-Hanks Communications Inc.
- ANPA staff was directed to investigate a proposal to compile and publish a newsletter-type publication on developments in the telecommunications field.
- Staff also will look into the possibility of holding a seminar on implications of the new AT&T consent decree.
- Committee leaders are investigating the possibility of holding a one-day "field trip" to the 32nd annual National Cable Television Association convention and exposition June 12-15 in Houston for attendees of the ANPA "Expo"—formerly called the Production Management Conference—June 11-15 in Las Vegas, Nev. ☐

Steps one company took to start cable service

By David M. Reed

The Lexington (Ky.) Herald-Leader Co. entered the electronic communications age March 29 when it began operating a three-channel news and information service over cable television.

The service, called "TelePress," is a research and development project for the Herald-Leader's parent company, Knight-Ridder Newspapers Inc. [presstime, July 1982, p. 29].

For more than a year, a task force representing all departments at the Lexington newspapers studied the issue of cable.

It determined that the newspapers would best be served by sticking to what they know best—print, or in this case, text—rather than traditional video programming that would put them in competition with three local commercial television stations.

But there were also strong feelings that, in order to be successful, the look of the alphanumeric (text) channels would have to be different from what members of the task force saw operating at other newspapers.

Nine equipment manufacturers were studied, and four were invited to Lexington to describe their equipment and to discuss where their companies saw the cable and newspaper industries heading.

After lengthy consideration, Texscan/MSI of Salt Lake City was selected to supply a custom-designed character generator which features high-resolution graphics and high-resolution characters. The Lexington newspapers agreed to serve as a laboratory for Texscan, helping the company determine which features of its equipment best serve the growing newspaper/cable market.

The equipment decision was not easy because so many of the day-to-day computing functions taken for granted in the newspaper business have not been developed for cable character-generation systems. The equipment we were seeking had to offer:

- On-line page storage, either internal (Rapid Access Memory) or external (on hard disk)
- A graphics package, including animation. This was considered necessary to attract major advertisers and to make news presentations more attractive.
- Slide storage. Slides were seen as a major advertising possibility. Their use for home tours, auto shows and how-to programs seemed a natural way to attract advertisers and at the same time remain with a technology familiar to newspaper personnel.
- A hookup with the newspapers' front-end computer system for handling classified advertising. We did not want to have to re-keyboard classified ads for cable.
- Video advertising insertion. While our news presentations were to be alphanumeric, we wanted to be able to present the standard video commercial. We were, after all, going after electronic advertising budgets with our service.
- Broadcast quality. Most cable character generators offer low-resolution displays. We were looking for something similar to that seen on commercial television.
- Event controller. The system needed an event controller capable of handling hundreds of timed commands. In our simplest scheme, we would use 91 timed events per hour over our three channels.
- Audio. We did not want to use a local FM radio station as background for our alphanumeric displays. Our system had to be able to provide not only a pleasing background music service but also the capability of allowing us to interrupt the service for commercials on a channel-by-channel basis.
- Price. We had a capital budget of about $100,000 for purchasing our system, remodeling our operations area and getting on the air.

Lexington channel has animated graphics.

The Texscan/MSI system allows us to have 325 pages of RAM memory on-line plus another 5,000 pages on-line via a Winchester disk.

We use a Zgrass animated graphics computer for some advertising displays and a Laird Telemedia dual drum slide chain to store slides on videotape.

The newspapers' front-end system is linked with our character generator for classified advertising. Only a few additional keystrokes are needed to generate a cable ad from a newspaper classified sale.

We have full ¾-inch videotape editing facilities. Texscan offered a sequential video advertising insertion device and has developed for us a random-access video advertising insertion device to allow us to pre-program and automatically display 100 commercials.

Texscan also has improved its character display to a higher resolution than normally seen in cable character-generation equipment and is working on broadcast quality fonts for us.

The company's event controller normally provides 100 timed events, but it has been expanded to handle 858.

The equipment also individually controls the audio portion of programming on each of our three channels. We are using Seeburg Music's "Lifestyle" package, which is available by satellite, as our background music.

Texscan also is working on another aspect we considered important in our selection of an equipment vendor. Ad tracking and verification is almost unheard of in the cable business, but with our automated system we need a means to provide an advertiser with a computer printout of the times and channels on which his alphanumeric or video advertising appeared. Texscan has developed a system for video advertising and is working on one for alphanumeric.

Just as we were looking for quality equipment, Herald-Leader management also sought quality in the presentation of the news and information on our channels, and this required a healthy investment in manpower. TelePress has a full-time staff of six—a director, three cable editors, a clerk and an advertising sales coordinator.

Reed is director of TelePress.

Additional support is supplied by the newspapers' advertising, computer services, accounting and maintenance personnel.

Under its franchise agreement with the Lexington-Fayette county government, TeleCable Corp., the local cable company, was required to provide an Associated Press news channel, a horse-racing-results channel and a community bulletin board channel. Under its agreement with TeleCable, a Landmark Communications Inc. division, the Herald-Leader took over those channels and converted the AP channel to a full-service news channel, including local news; the Reuters Race wire channel to a full-service sports channel; and the community bulletin board channel to a combination bulletin board/classified-ad channel.

Although we have the Associated Press cable wire available, all copy other than the stock market report is generated locally. TelePress is staffed from 6:30 a.m. until 1 a.m. Monday through Thursday, from 6:30 a.m. to 2 a.m. Friday, from 10 a.m. until 2 a.m. Saturday and from 2 p.m. to 11 p.m. Sunday.

Our channels operate 24 hours a day on a set schedule.

One aspect of the schedule is aimed at viewers who generally watch commercial television. We have scheduled a three-minute "Newsbreak" or "Sportsbreak" for 58 and 30 minutes after the hour. That's when commercial television shows the last commercial of a program, goes into a station break, and has the opening credits and first commercial of the next program.

We also program our news on a 32/28 minute cycle. Following Newsbreak are national news, world news, the 100 most active stocks on the New York exchange, financial news (including gold, silver prices and the hourly Dow Jones averages), the 100 most active stocks on the American exchange, a selection of unusual stories in a segment called potpourri and local news. The segments repeat in the second 28 minutes of the cycle with the American Exchange stock list.

On weekends, the NYSE report is replaced by people in the news. The AMEX report is replaced by local movie reviews.

The sports channel operates on a similar schedule, alternating sports stories, scores and horse racing results.

Our classified ads also run at specific times. General announcement ads are shown at five minutes after the hour, automotive ads at 15 after the hour, real estate ads at 25 after the hour, employment ads at 35 after the hour, merchandise ads at 45 after the hour and professional services at 55 after the hour. Bulletin board items follow the classified ads and run until the next scheduled classification.

The importance of a schedule was reinforced by a recent AP survey conducted in 38 cities that found the number of people who would be likely to watch textual informational channels doubled if they had a schedule they could depend upon.

We reinforce our schedule with daily promotional ads in our newspapers' main news, sports and classified sections.

All of our channels feature a header telling the viewer which channel he or she is watching, a time and date line and a main body of news or advertising.

The news channel also features a crawl line that carries news bulletins, weather warnings and the area forecast. When we began our operation, the general feeling was that crawls were detracting, but research from our focus groups told us that crawls would be acceptable for these types of presentations as well as for stock market reports.

Later audience research found that 83 percent of cable viewers would be likely or very likely to watch a textual news channel for weather information. We began using the crawl for weather information when the cable system's weather channel's local forecast equipment failed. We have continued the crawl since that time.

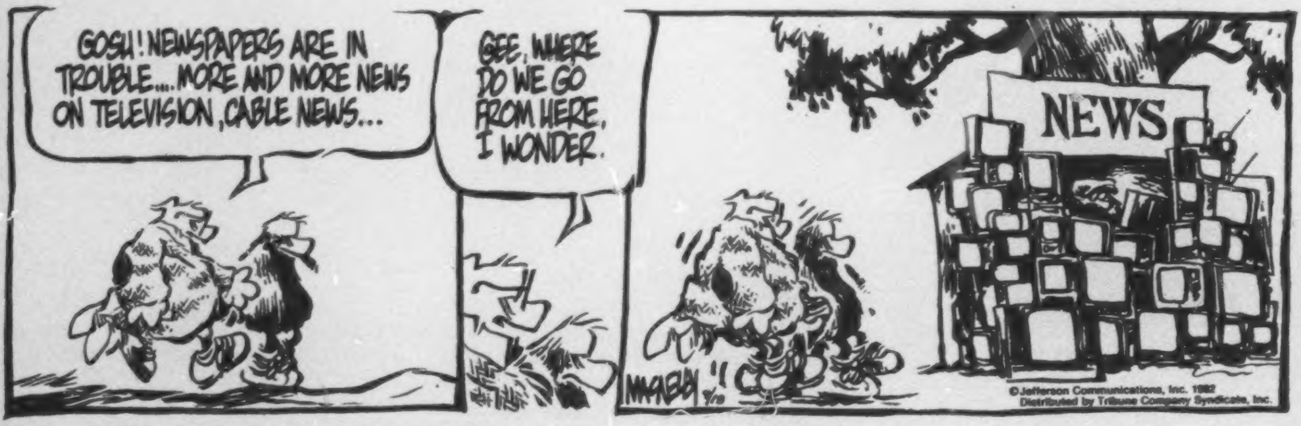
Our research, a major part of the TelePress operating budget, has told us many other things; among them, that Lexington's cable subscribers want to see local weather, local news, state news, cultural schedules, international news, national sports, local sports, race results and stock market information in that order.

The 434-interview research also shows that cable homes are more upscale and stable, and that has helped to attract advertisers.

Our research shows that 31 percent of Lexington's cable subscribers would be likely or very likely to watch grocery ads on cable, compared with 25 percent for automobile advertising and 24 percent for real estate advertising. ☐

'Shoe'

By Jeff MacNelly


GOSH! NEWSPAPERS ARE IN TROUBLE... MORE AND MORE NEWS ON TELEVISION, CABLE NEWS...
GEE, WHERE DO WE GO FROM HERE, I WONDER.
NEWS
MACNELLY 9/10

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Some newspaper companies join scramble for cellular radio

By Margaret Genovese
presstime staff writer

The new communications technology is nothing new at the Tribune Publishing Co. in Tacoma, Wash. The company, which publishes The Tacoma News Tribune, also owns radio stations, cable television systems, and mobile telephone and paging services.

Now company officials have found another new technology to wax enthusiastic about: cellular communications.

"It's possibly the next billion-dollar industry," says Senior Vice President James R. Bellamy. "We're excited about it."

Cellular communications systems will make "wireless" telephone service available to car phones and to portable phone units via the radio spectrum. On Oct. 21, the Federal Communications Commission granted the first construction permit for these systems.

At least three other newspaper companies in addition to Tribune Publishing are among those seeking permits to establish and operate the radiotelephone systems.

Cellular systems could mean a new way of communicating for newspapers' top management, reporters, photographers, circulation district managers, truck drivers, advertising salespeople and other personnel. But the principal reason for newspaper involvement at this point is to get in early as an entrepreneur on a new technology that could become a major factor in the burgeoning communications field.

The FCC is authorizing two cellular systems in each Standard Metropolitan Statistical Area. It has set aside 333 channels in each market for a system to be operated by a telephone company, what the FCC calls a "wireline" company, and another 333 for a system to be operated by a non-telephone company, a "nonwireline" [presstime, May 1981, p. 13].

Thus far, the commission has accepted applications for the 30 largest markets. Twelve of the 142 non-telephone company applications involve the four newspaper companies: Tribune Publishing; Affiliated Publications Inc., publisher of The Boston Globe; Field Enterprises Inc., publisher of the Chicago Sun-Times; and The Washington Post Co.

Cellular systems promise to meet the demand for high-quality mobile phone service that existing systems have not been able to satisfy.

How they work. Licensed since the late 1940s, conventional mobile phone systems use one powerful radio transmitter-receiver to cover an entire market. When one channel is in use for a call, that channel cannot be used anywhere else in the system.

Cellular systems, on the other hand, use smaller, low-power transmitter-receivers located in zones or "cells" of a market. The same channel can be used simultaneously by callers located in nearby cells.

When a call is made, it is connected to the local telephone network through one cell site. Then, as the caller travels through a system, the call is handed off from cell to cell by a computerized switching system.

The practical difference in the two systems is demonstrated in Chicago, site of one of two developmental cellular systems operating in the United States. (Systems also are operating in Japan and the four Scandinavian countries.)

Illinois Bell Telephone Co.'s conventional system in Chicago has only eight channels. This means only eight mobile phone conversations can take place at a time.

In the cellular system, however, all 2,000 experimental cellular units could be transmitting conversations simultaneously, according to Harry T. Spellman, division manager/marketing staff of Illinois Bell, which also operates the developmental system. The system's calling capacity, he says, is "almost unlimited."

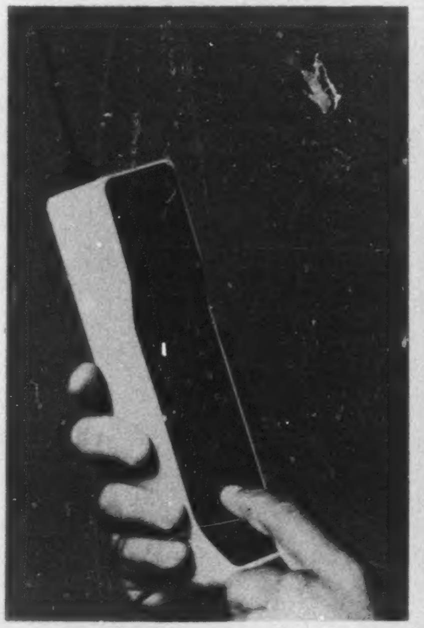
One of the cellular units in the Chicago experiment is located in the company car used by Charles T. Brumback, president and chief executive officer of the Chicago Tribune. The phone is used primarily in dispatching the car around the city. Brumback, who has used conventional mobile telephones, confirms that in the cellular system, channels are always available—"just like dialing your own phone." In the conventional system, he says, it was "sometimes impossible" to get a channel.

What they cost. But cellular radio is not going to be an inexpensive toy.

In the experimental Chicago system, customers are charged $45 or $60 per month rental for their mobile telephone, $25 per month for the first two hours of air time and 25 cents for every minute thereafter. And there is a $38-per-hour charge to install the phone in the vehicle, with such fees averaging between $175 and $180.

Chicago's conventional mobile telephone service costs $153 a month ($23 if you don't rent Bell equipment) plus 40 cents a minute for the first 200 minutes of air time and 75 cents per minute after that. Additional charges for "message units"—based on the location called and the duration of the call—may be added, too. Installation runs $506, plus a one-time line-connection charge of $156 if non-Bell equipment is used. There are different charges if "roamer" service, allowing the mobile telephone to be used outside the local area, is desired.

The first month's bill for cellular service, including installation and two hours of air time, would be about $245. This compares with about $707 in similar charges for conventional mobile telephone service. However, the cellular price is based on an



Motorola Dyna TAC portable radiotelephone

experimental tariff granted Bell in 1978 by the Illinois Commerce Commission, and prices have not been raised since. The price for conventional service is a 1982 marketplace price.

Researchers at Arthur D. Little Inc. of Boston say that the primary cellular market will be business users until costs come down dramatically.

Although newspapers are not mentioned specifically, the communications industry has been identified by Little as among the largest potential users of cellular. Others are construction, business services, professional and personal services, wholesaling, real estate, transportation and hotel and restaurant management.

Growth projections. Despite its relatively high cost, there is said to be a large, pent-up demand for mobile phone service. The FCC was told the waiting time for a mobile phone in some markets is years long. Because of this, cellular radio is expected to become a huge business within a decade. According to Cellular Radio News, a one-year-old publication spawned by the emerging technology, market studies indicate that cellular radio will be a $10-billion business serving more than 2.5-million customers by 1995. Many other industry observers are equally bullish.

There is some question, however, whether cellular systems will be viable outside major markets. John S. Bain, vice president-research for Lehman Brothers Kuhn Loeb Inc., a New York City investment banking firm, believes there will be no need for cellular systems in markets of less than 200,000 population. Markets of this size, he says, are adequately served by conventional mobile telephone technology. "What you might find is a radio telephone operator in a small community would want to have cellular compatible equipment," enabling the same car or portable phone to work in that conventional system and in a cellular system, too, says Bain.

Bain estimates that for a market of more than 500,000 population, the capital investment needed to establish a cellular system is $10 million to $20 million for the fixed plant. Basically, the plant includes the computerized switching equipment that connects the mobile calls to the local telephone system and the low-power radio transmitter-receivers. The time it will take to establish a positive cash flow "looks like something between four and seven years," says Bain. He estimates the pay-back period to be between seven and 12 years.

> ***"It's possibly the next billion-dollar industry. We're excited about it."***
>
> **James R. Bellamy**
> **Tribune Publishing Co.**
> **Tacoma, Wash.**

How to apply. The cost of applying for a cellular system license in a major market is about $200,000, says Alan A. Reiter, editor and publisher of Telocator, the magazine of an association of radio common carriers. The application, which calls for extensive engineering studies, financial analysis and demographic studies, is "one of the most extensive and expensive" ever required by the FCC for radio common carriers, Reiter reports.

The reasons, he says, are that cellular systems are "very complicated"; that the FCC intends to rely on written submissions to expedite the permit-granting procedure; and that because cellular is an entirely new service, the FCC needs more information on which to base its decisions.

In the top 30 markets, most of the non-telephone applicants for cellular licenses are radio common carriers. They currently have 52 percent of the conventional mobile telephone market, Reiter says. AT&T and the independent telephone companies have the balance.

Should newspapers get in? With so many radio common carriers as competitors for licenses and telephone companies as the ultimate competitors in each market, at least one newspaper company executive questions the involvement of his colleagues in this new field.

William L. Dunn, vice president and general manager of Dow Jones & Co. Inc., says the entry of newspaper companies into cellular "seems faddish," akin to their scramble for low-power TV licenses. "Is a newspaper best equipped to build the business or market it?" asks Dunn, a member of the ANPA Telecommunications Committee.

Indeed, technical experts say there is no natural affinity between newspapers and cellular radio, as they say there is between cellular and radio common carriers, or between cellular and broadcasters.

And in fact, all of the newspaper companies involved in the first flurry of cellular filings with the FCC have forged relationships with radio common carriers:

- Tribune Publishing Co. owns paging and mobile telephone systems in Tacoma and Bremerton, Wash., and is a partner with another radio common carrier in a paging and mobile system in Seattle.

Through its wholly owned subsidiary Tribune Communications Co., it is a partner in applications filed by Interstate Mobilephone Co. for cellular service in Portland, Ore., and Seattle.

Tribune Publishing Senior Vice President Bellamy says Interstate also will be filing applications in secondary markets in the two-state area.

(Deadline for applications in markets 31-60 is Nov. 8; for markets 61-90, Jan. 7, 1983; for all other areas, March 8, 1983. The deadline for the top 30 markets was June 7.)

- Affiliated Publications is involved through its 45-percent ownership of McCaw Communications Companies Inc., which operates conventional mobile phone systems in the states of Alaska and Washington.

McCaw has applied for licenses in Denver, Kansas City, San Francisco and San Jose, Calif. It also is a one-fifth participant in Interstate Mobilephone Co.'s applications in Portland and Seattle.

According to Edwin A. Hopper, vice president/general manager of McCaw Cellular Communications Inc., a McCaw subsidiary, the company intends to apply in smaller markets, also.

- The company with which Field Enterprises Inc. has agreed to form a joint venture, Paging Network Inc., owns radio common carriers providing paging and mobile telephone service in four states.

Through its subsidiary CELLNET, Paging Network has filed applications for cellular licenses in San Francisco and San Jose. Field has an option to obtain an interest in this subsidiary.

The Field/Paging Network joint venture company intends to file applications for cellular licenses in "numerous communities throughout the country."

- The Washington Post Co. has joined with radio common carriers in five of the six markets in which it is involved as a cellular applicant.

In Miami, it is in a partnership with four of the carriers.

In Baltimore and Washington, D.C., the company agreed to combine its applications, made through two Post cellular telecommunications subsidiaries, with those of American Radio-Telephone Service Inc. ARTS is the radio common carrier that operates in Baltimore-Washington what is the only developmental cellular system besides the one in Chicago. Two other applicants are in those two markets.

The Post Co. also has joined in the Interstate Mobilephone partnership vying for the Seattle and Portland licenses.

Only in Detroit has the Post not linked up with a radio common carrier.

According to Director of Corporate Communications Guyon Knight, the Post Co. is "actively looking at other markets."

Knight maintains that his company's broadcast expertise is transferable to cellular. And, he adds, "once you go beyond the technical aspect of cellular, which . . . is comfortably within the capability of our company, successful operation of a cellular business is going to depend on marketing expertise and knowledge of the community. We don't believe any business can match a newspaper—or TV station, for that matter—at understanding the needs of the community it serves or at having the marketing skills to reach the businesses and consumers in that community. . . .

"I would say that the entrepreneurial spirit that characterizes successful newspapers will more than hold its own against traditional common carriers in the cellular marketplace."

AT&T and friends. One strike against the non-telephone companies in the cellular sweepstakes is that the telephone companies apparently are going to be first to establish systems in most of the top markets. In fact, AT&T was issued the first permit to build a commercial cellular system in Chicago. The telephone company applicants for cellular systems have reached agreements so that there will be no competing telephone company applications before the FCC in any of the top markets. The U.S. Justice Department is investigating the agreements to see if they violate antitrust laws.

"They asked us some routine questions on 'Who talked with whom?' and 'What did you discuss?' and 'How did you arrive at the agreement?' . . . and we responded," says AT&T spokesman Pickard Wagner, who adds "there are absolutely no violations of any law involved."

Wagner says the telephone industry is doing what the FCC has urged all applicants for cellular service do: work out arrangements among themselves to avoid the commission's lengthy and costly comparative hearing procedures. And, he says, it was doing "what the industry has historically always done and that is to evolve a common position in order to bring new technology quickly, efficiently and cheaply to the public."

If the non-telephone applicants are interested in getting the service to the public as quickly as possible "instead of slugging it out in front of the FCC and spending a lot of money on lawyers instead of equipment," they could do the same thing, Wagner points out.

AT&T, which developed cellular technology at its Bell Telephone Laboratories, submitted its applications through a subsidiary, Advanced Mobile Telephone Service Inc.

AMTS was established in accordance with FCC requirements that AT&T conduct its cellular work through a separate subsidiary, says Wagner. However, under the AT&T-U.S. Justice Department consent decree [presstime, Sept. 1982, p. 10], that will change. Cellular service will be provided by the local Bell operating companies spun off from AT&T. AMTS, which will be a part of the new American Bell, will furnish cellular systems to anyone in the marketplace.

AT&T's interest in cellular can only be heightened by speculation in some quarters that this new technology eventually may compete with the local telephone company for phone service.

"You can find people who will say it will not be long before the cost of cellular will be in the ballpark of ordinary leased telephone service, others say, 'No it won't,'" says Charles L. Jackson, of the Washington, D.C., telecommunications consulting firm of Shooshan & Jackson Inc. Jackson sides with those who believe costs will come down and cellular will be a "strong competitor" for traditional telephone communication. ☐

Newspaper implications of LATA plan unclear

AT&T and its 22 local Bell operating companies Oct. 4 filed proposed boundaries for 161 new local telephone exchange areas as the first step toward divestiture under the new antitrust consent decree. It was not immediately clear how those 161 "Local Access and Transport Areas," or LATAs, would affect newspapers.

Under the consent decree, calls *within* LATAs will be handled by the Bell operating companies and calls *between* LATAs by AT&T or other long-distance carriers.

Because the agreement allows AT&T to engage in electronic publishing over lines other than its own, there has been some speculation that the larger the LATAs, the more incentive AT&T would have to do so [presstime, Oct. 1982, p. 26].

But ANPA Vice President/General Counsel W. Terry Maguire said it still is unknown how the boundaries would affect any AT&T activities or electronic publishing ventures of a newspaper publisher or other entrepreneurs.

Most important will be how local rates are set within the LATAs, Maguire explained. Unknown are such factors as whether and how distance-sensitive and time-sensitive charges will be levied. Those issues will be decided in proceedings by the Federal Communications Commission and state regulatory agencies.

AT&T and the operating companies filed their plan with U.S. District Court Judge Harold H. Greene of Washington, D.C. Greene's approval is required as part of his oversight duties in AT&T's divestiture of the 22 local operations as outlined in the consent decree that became law in August.

The Justice Department, whose approval also is required, has done so tentatively. It said it would withhold final approval until reviewing intervenor comments in the proceeding.

ANPA, one intervenor, plans to file comments with Judge Greene this month emphasizing that the LATA boundaries should be reviewed carefully for their impact on future electronic publishing markets.

NIE programs buffeted by effects of recession

By Carmen C. Wrenn
presstime editorial assistant

The newspaper business's major effort to build a newspaper reading habit among young people—the Newspaper in Education program—is being hurt in some areas because of the economic crunch and the economy's effect on newspapers' and school departments' budgets.

NIE is weathering the storm—15 new programs this year are being started. But the program has suffered some storm damage—at least seven newspaper companies have laid off NIE specialists since 1981; others have taken less drastic steps to trim their NIE operations.

The number of papers cutting back on the program is the highest since the last recession in 1974, according to Vice President and Director/ANPA Foundation Judith D. Hines. And while the 15 programs added in this recession-plagued year is a sign of the strength of the NIE concept, it nevertheless is far fewer than those begun in recent years. For example, in the two-year period of 1980-81, the number of programs increased by 96.

Experts say that especially if a publisher's focus is on the short-range goal of increasing circulation, rather than the long-range goal of developing future generations of newspaper readers, the NIE program is likely to be one of the first areas a newspaper will curtail or eliminate when the economy sours.

To NIE's most ardent supporters, like Harold Schwartz, vice president and circulation director for The Milwaukee Journal and Sentinel, this is dismaying short-sightedness. Schwartz, who regards NIE as the top priority for the future of the newspaper industry, says there are three essential elements to a successful NIE program:

- Most importantly, a dedicated executive with a little clout who believes in NIE and who is willing to promote it. "If you don't have that person, then the whole thing collapses."
- An effective NIE coordinator
- Consistency. "You must keep the program on the front burner and not allow extraneous issues to stop its growth."

Programs cutting back. But in places like the Pacific Northwest where the recession has been especially harsh, the economy is more than an extraneous issue in the eyes of many publishers.

The Northwest is feeling the crunch more than most areas because of its heavy dependence on construction and timber sales, says Paul R. Conrad, executive director of Allied Daily Newspapers, a Tacoma, Wash.-based regional newspaper association. He says the schools are really being put through a financial ringer, and they do not have the budget to buy newspapers—even at the bargain rates common to NIE programs.

The largest daily in the Pacific Northwest, The Seattle Times, eliminated its 12-year-old NIE program last year. The Times' supplement service manager, Jack H. Gahan, says it proved very expensive, with the paper offering copies to schools at half-price, 11 cents apiece. And there were a lot of headaches, he adds, such as transportation and problems in communications with school administrators.

Next door in Tacoma, the News Tribune terminated the position of NIE coordinator last June. The newspaper is trying to carry on the program with promotion department staffers, but "we probably won't be reaching as many teachers as before," says Louise Lindeman, community services coordinator.

Across the state, the slot of NIE coordinator disappeared when the person in that job at The

Spokesman-Review and Spokane Daily Chronicle was promoted. As in Tacoma, other employees of the Spokane papers are sharing the NIE responsibilities, according to Lin Morse, circulation promotion coordinator.

And at a smaller Washington state daily, The Columbian in Vancouver, the NIE coordinator left to take another position and was not replaced. "Our program had been growing rapidly until the budget cuts began catching up with us this year," says Gary Dixon, special services manager.

In another hard-hit region, the Midwest, The Journal Herald of Dayton, Ohio, this year let go its NIE coordinator of the past 10 years. Robert Brune, vice president of operations, says the program was no longer cost-effective. "It just came down to dollars and cents."

Even in the Sun Belt, there are spotty problems.

In Florida, the Palm Beach Post and Evening Times relegated its NIE coordinator's position to a part-time post and the Fort Myers News-Press laid off its NIE coordinator.

At the News-Press, Susan Bennett says responsibility for NIE was turned over to the promotion department. But Bennett, the director of public service and promotion, adds that the program's effectiveness has been hurt by the move. The number of teacher workshops has dropped off, and the News-Press is not producing new instructional materials for the schools.

"Newspapers need numbers and circulation, and publishers don't see instant success for their programs," explains Florida Department of Education NIE coordinator Tim Callahan.

However, he adds that because Florida has such a strong program, with more than one million newspapers distributed to schools each year, "We think we can weather any storm."

And Bennett of the Fort Myers daily reports, "We intend to hire another coordinator as soon as the economy turns around."

Programs doing well. Brighter assessments of the current situation come from places like Milwaukee, Tulsa, Okla., and Johnson City, Tenn.

At the Milwaukee papers, Vice President and Circulation Director Schwartz reports that despite belt-tightening, the NIE program is being left alone.

With 4,000 papers distributed each day to schools, he says their program, which is more than 20 years old, is solid and growing. "We're selling enough papers to generate more revenue—$80,000 a year—than we're spending on the program," he says.

Tulsa World and Tribune NIE Coordinator Barbara Dewell says that despite the economy, her program is growing because "my publisher never made me look at the program in terms of its being cost effective. We're lucky if we break even," she says.

"Instead of selling papers, we're selling a service," Dewell adds. "Any publisher who thinks that NIE is going to do great things for circulation is going to be disappointed," she says.

Dewell's counterpart at the Johnson City (Tenn.) Press-Chronicle, Lynn J. Richardson, also reports her program is doing well. She acknowledges that because of cuts in school budgets, teachers may order fewer classroom subscriptions—but then they share them with other faculty members. The result is that more teachers and students are being exposed to newspapers and NIE than ever before, with the number of students reading the Press-Chronicle through NIE more than three

Study links NIE, students' interest in current events

A new Newspaper Readership Project study, "Assessing the Impact of Newspaper in Education Programs," shows that continual use of the newspaper in the classroom increases students' interest in and knowledge of current events and improves their ability to use the newspaper effectively.

Designed to measure the impact of frequency and types of NIE programs, the study had a twofold purpose: to compare the effects of different practices and to develop a handbook to help newspapers evaluate their own programs through systematic research.

The study compared three groups of students in grades 5 through 12. One group used the newspaper all year; another used the paper for only two weeks; and the third did not use the newspaper as a classroom tool at all.

The study, conducted by newspapers in six cities during the 1980-81 school year, required that the three sets of students have similar backgrounds and abilities. These requirements were met in only two of the cities: Richmond, Va., and San Francisco. The other four case studies were inconclusive because of variations in newspaper uses and in the classes studied.

In the Richmond study, 413 inner-city fifth graders who used the newspaper throughout the school year showed markedly increased interest in news and public issues, compared to students who had little or no classroom exposure to newspapers. Testing also disclosed positive changes in students' political knowledge, ability to read the newspaper effectively and attitude toward newspaper reading.

In the San Francisco study of 379 high school juniors and seniors, more frequent classroom exposure to newspapers was accompanied by a positive change in their attitudes toward newspapers and newspaper reading.

For nearly half of the senior high school students, NIE was their major contact with reading a daily newspaper. The findings supported an earlier national study that indicated school usage not only reinforces newspaper readership for students who have access to a newspaper in the home, but it also compensates for the absence or irregular presence of a newspaper in the home.

In both cities, the new study showed that students who used the paper for only one or two weeks had less consistent improvement. Students who did not use the newspaper in the classroom at all had the least amount of change.

Copies of the report, written by Thelma Anderson of the Newspaper Advertising Bureau's Research Department, are available from NAB, 485 Lexington Ave., New York, N.Y. 10017, or from the ANPA Foundation at The Newspaper Center, Reston, Va. Cost is $4 plus postage.

The handbook, "Guidelines for NIE Research," which includes the questions used in the Readership Project study and suggestions for conducting similar ones, is available from NAB or the Foundation for $5.

times the number of copies being distributed in the classrooms.

Even in Washington state, some of the NIE news is good.

At the Everett Herald, Vice President of Marketing Larry L. Hanson says that paper's program has not been affected by the economy.

"I personally don't think you can measure the success of NIE on the number of newspapers sold," Hanson says. If that is the program's emphasis, it is going to be a little tougher to maintain, he says. "Our philosophy is a little longer term view. We put our emphasis on the educational value," he adds.

Washington state's NIE program coordinator, Frank D. Ducceschi, says while most publishers may believe that "cutting back the NIE program won't hurt us now," they realize that anything so drastic as eliminating the program will affect future readership.

Publishers' commitments. Ducceschi, publisher and editor of The Daily News in Port Angeles, and virtually all other people close to the NIE program say that for the concept to flourish, it takes more than lip service from publishers.

Midge Longley, The New York Times' director of public affairs, says "it's a rare publisher who has been willing to put his money where his mouth is" when it comes to NIE.

Longley speaks as a veteran of 30 years at the paper that in the 1930s pioneered the concept of using newspapers as a teaching tool [presstime, Oct. 1979, p. 31]. And she is another who fears some publishers view NIE narrowly as a means of increasing circulation.

"I believe they are more interested in a six-month ABC statistic than having readers six years from now," she says.

Longley believes the only way newspapers will be a significant factor in education is for publishers to budget the program just as other areas of the newspaper are budgeted. "They do not approach the education market with the same sense of commitment," she says.

John H. Haefner, educational consultant for ANPA Foundation, which promotes NIE nationally, says the problem is that "not all publishers understand NIE programs. They don't understand the educational process because it's so different from the newspaper business. . . .

"This is a time to invest in the future, and that's what NIE is all about."

Robert Orkand
The Centre Daily Times
State College, Pa.

"I see people running programs who have no idea of education on a long-term basis. They just want instant numbers," says the retired professor of social studies education at the University of Iowa.

The New York Times' Longley says if publishers could have proof through scientific research that NIE does promote future readers, it would convince them to make the financial commitment.

Edward F. DeRoche, dean of the School of Education at the University of San Diego, who has done extensive research on the program, agrees. He questions whether newspaper executives value NIE as much as they say they do. "If NIE was really something publishers felt was crucial to American education, we would have the program in many more papers than we do," DeRoche notes.

In a 1981 survey conducted by ANPA Foundation and the International Newspaper Promotion Association, 567 daily newspapers in the United States reported having NIE programs, up from 471 in 1979 [presstime, Sept. 1981, p. 20].

Research. As for the matter of research, it has concentrated on the academic performance of students exposed to NIE contrasted with those who have not been. There's been very little on whether NIE helps instill the newspaper reading habit in young people.

A 1977 survey conducted by the Newspaper Advertising Bureau, the first national study on this subject, provided evidence that school use, especially by those who had no newspaper at home, fostered adult newspaper reading.

Gerald C. Stone, chairman of the Journalism Department at Memphis State University and editor of the Newspaper Research Journal, did a more recent, localized study on the effects of NIE on future readership. He says that he cannot make a convincing argument either way—that it does or doesn't increase future readership.

Stone says his research shows that the "whole program is not taking youngsters and creating massive groups of readers where previously there wouldn't have been." Instead, he says, "It seems to have an effect on people who probably would have read anyway and solidifying that tendency, promoting it a little."

He admits it is a hard thing to research. "We can find an association, but that doesn't necessarily mean a cause and effect."

But NAB's Executive Vice President and General Manager Leo Bogart claims the bureau's research is evidence enough to demonstrate the value of NIE in producing future newspaper readers. "We found that people who have been exposed to a newspaper in school while children are more likely to be newspaper readers and subscribers as adults." Although he admits, "We'll never have absolute proof," he says that one has to "make a judgment on the best available evidence."

NIE's future. Despite the recession-induced setbacks in some locations, Stone and Bogart are among many who believe NIE's future is bright.

Linda B. Skover, ANPA Foundation manager/education services, observes that "NIE programs have grown tremendously in the last five to 10 years. We have seen an increased awareness among the newspapers—small, medium and large circulation—of the importance and necessity of reaching the youth market through NIE.

"Reports from the field also show an exposure to more students and teachers than in the past," she adds. "The caliber of the programs that have existed for a while and the new programs are much higher and more thought out than they were five years ago."

And Robert Orkand, president and publisher of one of the newest NIE participants, The Centre Daily Times in State College, Pa., says, "This is a time to invest in the future, and that's what NIE is all about. We have a generation of children weaned on electronic journalism who have developed lazy habits, and we need to be more concerned about the gradual demise of the newspaper reading habit. My personal feeling . . . is that now is the time to commit to NIE, and that's what we've been doing." ☐

3-year look sees newspapers still the dominant ad medium

By Craig C. Standen

At the Newspaper Advertising Bureau's annual board of directors meeting in October, we began with a look at the "external environment" for newspapers in the next three years—the trends, forces and factors beyond our control that play such an important part in our overall planning process. I'd like to share this view.

We looked beyond the current severe economic recession. Although no one can predict the exact course the recession will take in the near future, we expect the economy will show real but modest growth beginning in 1983. Within that economy, here are some of the basic long-term trends we expect to see.

- ***Population.*** The population will continue current trends: people growing older, forming smaller family units, moving to the Sun Belt and other "amenity" regions, and defecting from cities to the suburbs.

- ***Industry.*** Established industries will grow slowly, while the new, high-technology, energy-related and knowledge-based segments will expand rapidly.

The production of services will continue to outpace the growth of goods. Many of the fastest-growing service companies will be managed by broadcast-oriented executives. This indicates that newspapers must position themselves to serve as the medium to promote services as well as merchandise, as we have done successfully in the past with such service industries as airlines, hotels, entertainment and, most recently, financial services.

- ***Retailing.*** Many of the largest retailers are now parts of conglomerates. Specialty stores are making important inroads into department stores' traditional territory, while department store companies are protecting their flanks by acquiring specialty stores.

As the shift to suburbia continues, shopping centers will maintain and probably strengthen their position as the one-stop place to shop. Nearly one-half of all U.S. retail sales will be suburban by 1990.

Non-traditional forms of retailing, such as flea markets and factory outlets, will also grow in numbers. They also will grow in their use of newspaper advertising, if aggressively sold.

Direct marketing presents a different opportunity. Direct marketers don't have to be sold on advertising. In fact, their advertising—estimated at $20 billion in 1980—is the fastest-growing segment on the U.S. advertising scene. Direct marketing crosses traditional media lines, so the challenge for newspapers is to develop new vehicles that will enable advertisers to reach their marketing prospects.

- ***Management.*** There are indications of significant changes in management direction of *all* types of companies. Corporate goals now appear to be shifting from concentrating on short-term results to longer-term growth. Advertising consistency and cumulative impact are important, and the newspaper medium as a continuing environment for news and advertising should be our message.

- ***Media Fragmentation.*** This concerns *all* advertisers, although it is expected to affect broadcast advertisers most of all during the next five years. Newspapers have the opportunity to reestablish themselves as the medium with the greatest reach. Considering the cost of network TV spots and the coming audience fragmentation, newspapers may emerge as the affordable mass medium.

- ***Advertising.*** Total advertising expenditures will continue to grow. Looking ahead three years, we project total advertising will reach $92 billion in 1985, and newspapers should capture $26.8 billion of that total. Newspapers continue to be the dominant medium—but forceful and aggressive pressure from all forms of competition is increasing.

Many claims will be made, and many advertisers will experiment with new forms of sight, sound and motion. This experimentation also can shift advertising dollars away from the dominant medium in a market—often the newspaper.

Shared mail and alternative delivery systems threaten newspaper advertising revenues, but they also represent opportunity. Our opportunities will increase as we increase our ability to offer nonsubscriber coverage to complement our paid circulation.

As advertisers and agencies grow through merger and acquisition, strategic advertising decisions will continue to be made at fewer places, higher in the organization. Individual newspapers cannot always reach these people and places, indicating an increasing role for the bureau. Concurrently, reduced inflation and profit-margin pressures will bring increased focus on media rates and costs from national and some local advertisers.

- ***The consumer.*** Finally, consumer attitudes and goals will continue to evolve, particularly in response to economic conditions. The working woman is here to stay. Real household income will grow. More of the population will be well-educated. Goals, lifestyles and attitudes will change, requiring both advertisers and the media to evolve and respond.

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

NAB assesses Woolco shutdown

F.W. Woolworth Co.'s decision to close its 336 U.S. Woolco stores will remove a major retail advertiser from many newspaper markets, but past experience shows that many of those stores will be purchased, refurbished and reopened by new, more aggressive retailers, according to the Newspaper Advertising Bureau.

In a letter sent to newspaper members with Woolco stores in their markets, James H. Hollis, vice president-mass merchandising of NAB, noted that Woolworth always has been "up front" about its discount chain's problems. Since its founding in the 1960s, Woolco has been unprofitable.

The stores will shut down in early 1983, during the quarter of the year that traditionally is slowest for both sales and advertising. Hollis said that if store purchasers are found quickly, and if the national economy rebounds, the effect of the Woolco shutdown on newspapers will be minimized.

A spokeswoman for Woolco said in late October that any discussion of possible buyers would be "speculative."

Robert J. Coen

His predictions report the advertising climate

By Elise Burroughs
presstime staff writer

When Robert J. Coen graduated from Columbia University with an M.A. in mathematics in 1948, he expected to find a job in industry in the sober field of applied economics.

But instead of entering the workaday world of industry, he joined McCann-Erickson, a New York City advertising agency, which was looking for someone with a background in mathematics and in economics—his undergraduate major.

Thirty-four years later, as senior vice president and director of information service with McCann-Erickson U.S.A., Coen is known by many in the advertising community as "the guru" whose annual predictions on advertising spending in the media are quoted by virtually everyone in the business.

Coen says that title "would be really scary except that, being in advertising, I know that people use labels and words without being terribly intense about what they really mean."

A veteran of World War II who served three years as a naval radio operator in the Pacific, Coen hardly fits the stereotype of a flashy, hard-driving ad agency executive. Leo Bogart, executive vice president of the Newspaper Advertising Bureau, describes Coen as a man with "a dry sense of humor and a low-key way of expressing himself." Bogart and Charles M. Kinsolving Jr., NAB's vice president marketing/new technology, are themselves alumni of McCann-Erickson's media research department. In fact, in the early 1950s, Bogart was Coen's boss at the agency.

At that time, television was taking off as an advertising medium, network radio seemed to be a dying species, and "the whole advertising and consumer marketing area was exploding," Coen recalls. McCann-Erickson had been involved in research into the relationship between advertising and the economy since the 1930s, when the widow of one of the agency's founders authorized a grant to Harvard University to study that subject. The agency cooperated in that research.

By 1948, the business community was focusing on the relatively new field of econometrics—the use of mathematical and statistical methods in economics to develop and verify economic theories. At McCann-Erickson, Coen explains, it was thought that a mathematician might help the research department use this new science to bring order out of the growing media chaos, and to find the answer to advertising's perennial big question: "What's the return on the investment?"

Despite more than three decades of study, the answer still eludes researchers, although, Coen says, "We can get better judgment decisions than we did in the past."

Media research in those early days was a kaleidoscope of diverse projects, including predictions on the future of television. Most estimates of growth proved to be conservative, Coen notes, as people bought TV sets "just about as quick as the manufacturers could produce them."

Robert J. Coen

Another project was identifying communications voids that new media products might fill, a study that helped stimulate the founding of Psychology Today magazine.

And in pursuit of ways to predict how effective certain advertising buys might be, the company came up with what Coen calls "one of the first computerized media planning systems." It was called MIDAS, for Media Investment Decision Analysis System.

MIDAS included a simulated population of consumers with assigned probabilities of their exposure to different media. Advertising planners could test different schedules of advertising campaigns, and the computer could predict which consumers would be exposed to each effort. MIDAS gradually lost its touch, however. "The media got more complex, and the interactions became more complicated," Coen explains. The cost of constantly updating the simulated population became prohibitive.

These days, much of McCann-Erickson's research is aimed at determining how much demand there will be for advertising itself. Coen compares such information-gathering to a brokerage firm's "looking for market conditions for its clients."

Relying on economic indicators isn't enough. In fact, while advertising and the economy are related, they are not necessarily synchronized. Advertising "can behave in a way that seems to be totally contradictory to the economy," Coen observes.

Other advertising agencies, faced with such paradoxes, have delved deeply into economic research from time to time over the years, but none has ever rivaled the commitment of McCann-Erickson, according to Coen.

His long tenure is unusual for a top-flight advertising executive, for whom offers to move elsewhere are common. But McCann-Erickson has countered such offers to Coen, and he has stayed put.

Now 59, Coen says he has little desire to retire. As new electronic media make the advertising picture even cloudier than before, his interest in penetrating the thunderheads is heightened.

Beyond his annual projections—which he makes at the beginning of each year and which so many media people await with high interest—Coen makes no predictions on how advertising will be distributed among media in the longer-range future. But he does offer this hint: The key to media advertising shares lies in what happens to media audiences. "All the media will have to be alert to the needs of their consumers."

When he is not telling the advertising fortunes of the media, Coen roots for the New York Yankees, plays golf, travels, and watches sports events on televison. A native of New Jersey, he has lived for most of his life in West Orange, where he and his wife, Wanda, have raised two sons and a daughter. ☐

Newspapers can learn from current recession

By Christine D. Urban

It occurs to me that some good has come of the 1981-82 recession. It has highlighted and brought home three essential facts to many newspapers across the U.S., facts that will make a fundamental difference in the future profitability of newspapering.

Fact No. 1: The Need to Know The Customers' Business

The recession has proven that a newspaper's success depends on the success of its major customers: the retailers. There's a clear symbiotic relationship between the profitability of newspapers and that of their customer base.

Christine D. Urban

The major effect of high interest rates and the subsequent economic downturn has been to squeeze margins of retailers—especially those that compete with the growing discounters or "off price" merchants—and thus intensify the retailer's natural desire to decrease inventories, increase pass-through of goods and impose more stringent cost controls.

The realization of intense competition for profitability, even survival, compels retailers to adapt more stringent definitions of cost effectiveness and market efficiency in all of their operating areas, including advertising and promotion. Those that can adapt will probably be highly dichotomous: on one hand, large, centralized buying and lending groups controlling the lion's share of the retail market; on the other, very small, localized, single-unit merchants. Those retailers that cannot, or will not, adapt to these new realities can easily lose their franchises or their businesses.

Unfortunately, it would seem likely that the "middle tier" of retailers—those that have neither unique market franchises nor economies of scale as points of leverage—will virtually disappear.

It is true that as the country comes out of the recession, the retail business will improve. The change will be slow, as the impact of lower interest rates and economic recovery moves through the chain of demand from manufacturers of retail goods, through wholesalers, through retailers, eventually benefiting the newspaper in "loosened" advertising budgets. Neither economic recovery nor natural market growth in households, however, will completely erase the negative effects of the recession.

Retailing and newspapering will never be as they were in the late 1970s, but both businesses will come out of the recession leaner and smarter than they went into it. Both newspapers and their customers will be fed by the increase in dollars that will be gradually pumped back into the system, and with careful management much of that growth can move down to the bottom line.

The key lesson from this recent history is that the symbiotic relationship swings both ways. Of course, newspapers benefit from retail growth and expansion in their markets, and they suffer when it declines.

The last few years, however, have shown that retailers can effectively "pass on" their margin squeeze to newspapers.

Because the two businesses are so interdependent, it is imperative for newspapers to know their customers' business much more deeply. Newspapers need to have not just understanding but forecasting ability: to predict the probable shakeouts in retail markets, to estimate the sales impact of interest rate fluctuations on the customer's revenues, and to use this knowledge as the basis for revenue planning and budgeting.

Fact No. 2: The Need to Change Measures of Success

Recent speeches by several major retailing executives suggest the outlook for ROP newspaper advertising in the next few years is not favorable. Sears, for instance, moved a large percentage of its newspaper budget from ROP to preprinted inserts a few years ago. The company is now turning to selective mailing and alternative delivery systems for the distribution of those preprints. Many retailers are following Sears' example, and this is a real and immediate threat to many newspapers' advertising revenues.

The prospect of "losing" a major account's preprints to marriage mail or another distribution competitor, however, is really only the earthquake's aftershock. The primary danger was the initial shift of Sears' ad budget from newspaper ROP into preprints.

It is true that as the country comes out of the recession, the retail business will improve. . . . Neither economic recovery nor natural market growth in households, however, will completely erase the negative effects of the recession.

Why should it make any difference that a retailer buys preprints rather than ROP so long as the account's revenues stay within the newspaper? The major reason lies within the basic cost/revenue relationship upon which the operation relies.

The switch from ROP into preprints means that the newspaper's traditional measure of advertising—retail ad linage—is increasingly less useful as a measure of advertising growth. Even if preprint pages are translated into analogous line or inch measures and added to ROP, retail linage figures can no longer adequately reflect the newspaper's competitive position, because of the disparity in the per-unit cost of a page of ROP versus a preprint page of equal size. Also, while year-over-year or period-over-period increases in ad linage are still assumed to represent a desirable situation, there no longer can be any expectation that the incremental increase in linage automatically represents profitable growth.

Our recent studies have found some correlation between

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linage growth and *retail sales* in a market, but we've found no direct relationship between *linage growth* and *retail-ad-revenue increases* (when the effect of simple inflation is removed), or between *linage growth* and *profit*.

In years when preprints were a relatively insignificant portion of the advertising revenue mix, we did find cause-and-effect relationships and could reasonably assume that growth in linage portended growth in ad revenues and bottom-line profitability. Linage, therefore, was a reasonable and convenient way to establish newshole ratios, to reward the sales staff, to measure growth and success, and to integrate the budgeting process.

The biggest impact on the newspaper business came from the initial shift from ROP into preprints, because that shift of advertising behavior and revenue dollars was the first step in the devaluation of our measures of success.

It seems clear that preprints are here to stay, and thus that it's time to begin the careful and laborious redefinition of our measures of success from volume-oriented ones—of linage—to revenue-oriented ones—of dollars. A dollar-based accounting and budgeting system (where, for instance, the ad staff is rewarded on increasing the newspaper's percentage share of an advertiser's budget, or where newshole is allocated based on earnings rather than ratios) would seem to be the natural evolutionary step for a newspaper dealing with the new advertising environment.

Fact No. 3: The Need to Reexamine Pricing Policy

The biggest threat that the movement of ROP into preprints poses to the newspaper business is the increasing tendency for newspaper pricing strategies to tend toward "commodity pricing."

Newspapers have "trained" retailers to expect price increases that are justified by circulation gains or inflation. This has provided many newspapers with increased revenues but on a constant-dollar basis, with little or no real increase in profitability.

While ROP rates were increasing, newspapers tended to peg preprint rates to the bottom of the pricing range to compete effectively with the post office, with marriage mailers or with others. In addition, newspapers offered total-market-coverage programs to "fill in" worrisome gaps in penetration that showed badly versus the mailers' or free-distribution papers' numbers.

Admittedly, the variable costs of inserting (or even printing and inserting) non-ROP ads into the newspaper are relatively low. But as a greater share of total ad revenues and major customers' budgets are going to preprints, more and more of the newspaper's revenue stream is tied to these low-cost/low-margin dollars: pricing just above variable costs.

Newspapers compete today in an arena that has low barriers to entry, and where the two major competitors are a government-subsidized operation and a set of businesses that do not normally carry the heavy fixed-cost burden of professional management, organized labor, or of the collection, editing and printing of extensive editorial content. Newspapers can lose revenues and—more importantly for the long term—profits, by being forced to compete for more and more dollars on the competitor's terms.

Newspaper managers should start regaining control of the pricing of their products and services in order to support the newspaper's operation. Otherwise, they'll have to forecast unacceptably low profit margins both for the newspaper's owners and for the paper's ability to continue to provide good journalism.

Pricing strategy should reflect both the cost of doing business and the market value of the product. When prices for the newspaper or whatever TMC program it offers in addition are compared dollar for dollar against the alternative delivery system's or the post office's, it is clearly a type of commodity competition. It is the business of *distributing* inserts the cheapest, most efficient way.

If there's no incremental value to the preprints' being *in* a newspaper (which we signal when there's no added cost for the value of the newspaper environment), then the newspaper is only an expensive wrapper.

Newspapers traditionally have been "value added" businesses: adding value to the events of the day by carefully editing and presenting them, and adding value to the retailer's message by presenting it in an environment designed inherently to draw attention and interest.

Commodity pricing, then—where there is no "value added" above and beyond the simple function of the service—is a fundamental threat to the newspaper business for three reasons.

- It violates the basic link between the newspaper's journalistic mission and its ability to support those costs.
- It withers the newspaper's ability to preserve margin of profitability by determining the value of advertising space in the marketplace.
- It is an exhausting way to do business. There is a consistent fear that someone else can undercut the operation and offer the service faster, bigger or cheaper than the newspaper. Both financially and psychologically, newspapers can ill afford this consistent pressure on their main source of revenue. Under commodity pricing, there's no reward for doing a better job, and there's no security in a franchise because none can be built.

> ***The biggest impact on the newspaper business came from the initial shift from ROP into preprints, because that shift of advertising behavior and revenue dollars was the first step in the devaluation of our measures of success.***

To escape this, newspapers must not let ROP and preprint rates drift inexorably apart. The whole portfolio of offerings to advertisers must be organized on a clear basis. It must be based on a clear knowledge of the retail structure in the marketplace, the retailer's price sensitivity and future business conditions.

Finally, it's important for newspapers to recognize the inherent size and power of their business. Obviously, they should sell the relative effectiveness of newspaper advertising over other media, and, I would think, of newspaper ROP advertising over preprints.

Newspapers also should make it difficult for competitors to establish themselves on the scene. Notice that competitive pricing and distribution for preprints are often quoted to be the "lowest cost per thousand" available. This is not the lowest CPM *possible* but the lowest CPM *available*. Efforts to protect the present market franchise must be responsive to such facts in order to ensure continued fair valuation of newspaper advertising. □

Opinion pages are leaving the land of the bland

By C. David Rambo
presstime staff writer

Opinion pages, long an important link in the evolution of America's newspapers, are undergoing change again. This time, the effort is to inject some more impact and bite at the cost of blandness.

America's earliest newspapers were founded as vehicles of truth to counteract "lies" from England, and they contained little if any opinion. Then, as political leaders discovered the power of the press, many newspapers began offering opinion almost exclusively.

Ever since, there has been a refinement in which news and editorials are kept separate and distinct. But that process, while commendable in many ways, tended to create a climate in which bland, ineffectual editorial pages developed.

Now editors at an increasing number of newspapers are trying to upgrade their editorial and op-ed pages. Those papers are publishing not only better-researched opinion pieces and offering greater diversity of views, they also are exploring campaign issues in greater detail and, more frequently than in the recent past, endorsing candidates.

It is all part of an attempt to sweeten what news researchers Maxwell E. McCombs and Elsa Mohn call "the intellectual dessert of the daily newspaper."

There is more innovation. Special reports, better and more effective use of art, eye-catching layout and more prominent display of letters are brightening pages that in the past were somber and gray.

There also are more op-ed pages—opinion pages opposite the editorial page offering columns and commentaries—continuing a trend of the past 20 years.

But there also is a down side for editorial pages because of recent developments in the newspaper business. Chief among them, this: As newspapers die, so do editorial voices.

Another down side is that despite the innovations at many papers, there remains a "lack of originality" to a large number of editorial pages, says Gil Cranberg, who in late September ended a 32-year editorial-page career at the Des Moines (Iowa) Register & Tribune—itself the victim of loss of an editorial voice through recent termination of the evening Tribune. Cranberg, now George Gallup professor of journalism at the University of Iowa, says, "There is a sameness to (the opinion pages of) many, many newspapers."

John Seigenthaler, publisher of The Tennessean of Nashville and editorial director of USA TODAY, reflects similar sentiments. In reviewing editorial pages across the country for formulation of a USA TODAY editorial-page format, Seigenthaler found many to be "dull, sometimes downright boring. Too often we present three, four, five editorials, many of which equivocate, some of which are terribly difficult to wade through," he says.

Speaking Oct. 1 as part of a panel of "trailblazers and trendsetters" at United Press International's EDICON (see story, p. 44), he said that quite often editorials "stand for nothing. A head that read 'On the Other Hand' would accommodate many if not most of them," because they're so wishy-washy.

Incentives to do better. If newspapers are looking for reasons to upgrade their editorial and op-ed pages, they can find them in the numerous studies showing a lot of reader interest in such pages.

At Syracuse University, Director McCombs and assistant Mohn of the ANPA News Research Center collated 60 different surveys on editorial pages. Their compilation indicates that more than one-third of the newspaper's audience are regular readers of editorial and op-ed pages, and nearly three-fourths of the audience "usually" read them.

Thus the opinion pages rank "in the middle" of readership of all daily newspaper content—on a par with sports and entertainment news, ahead of lifestyle, food and business pages, but behind national and international news, state and local news and the Sunday magazine.

The research found that the strongest motivation for reading editorial and opinion pages is "to feel I am participating in current events."

Aubrey Bowie, editorial page editor of The Greenville (S.C.) News, puts it a little differently: "The complexity of life makes readers look for some place they can find a little bit of understanding. Editorial pages play a big part in that."

Increasingly in newspaper editorial-page offices, a desire to help the reader sort out the complexities of life is trans-

The Middletown Times Herald-Record

New York gubernatorial candidate Edward I. Koch (left center) meets with the editorial board of The Middletown (N.Y.) Times Herald-Record. Koch lost in the primaries.

lated into editorial endorsements of political candidates. This means that perhaps more than ever, politicos are finding their obligatory visit to the local newspaper not just a "photo opportunity" but also a time to sit down with the editorial board, typically consisting of the editor, editorial page editor, editorial writers and publisher.

The board attempts to learn where the candidate stands on the issues—and the responses can go a long way toward deciding whom the newspaper endorses—and why. (See story, page 30.)

Telling why. For discriminating readers today, the "why" is just as important as the "who."

The Telegraph Herald of Dubuque, Iowa, sought to fulfill this obligation in a unique way prior to the November 1981 city council election. It devised a system of ranking the 14 candidates on a scale of 0 to 100. The ranking took into consideration leadership and management abilities, views on electronic development, time available to serve and other factors. Information was culled from personal interviews.

"We're doing the research for the voters," explains Executive Editor Stephen M. Kent.

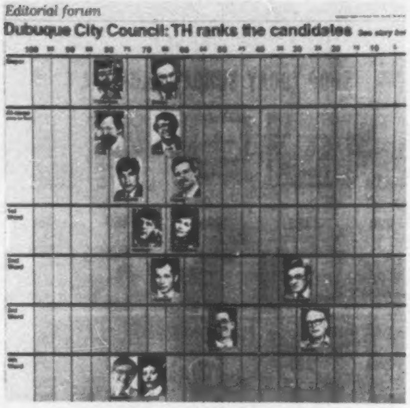
Until last year, the Telegraph Herald did not do much in the way of local election endorsements. Its 94-percent city penetration rate—among the highest in the country—made the paper sensitive to any perception of "telling people how to vote."

But reader reaction to last year's project was positive, Kent reports, and the newspaper plans to expand the rating system to other elections. "People seem to think that the paper is carrying out a responsibility that seemed to be lacking," he says.

A much larger daily, Newsday of Long Island, N.Y., has gone full circle on the question of whether to endorse.

In 1972, it stopped making endorsements because of concerns that some people might believe news columns also were favoring the endorsees, says Publisher and Chief Executive Officer David Laventhol.

The newspaper also believed that in elections for high office, particularly, "people had adequate information to make up their minds without us." And in the local races, there were too many candidates to interview.



Telegraph Herald of Dubuque, Iowa, ranked candidates in the 1981 city council election this way.

But in 1981, Newsday resumed making endorsements on a limited basis. And for this year's Nov. 2 elections, the paper in late October named its choices in New York's gubernatorial contest and in some congressional and state legislative races. "We're taking it on a case-by-case basis now," Laventhol says.

We get letters. Another hot topic among editorial page editors is how to treat letters to the editor.

Although it might deflate the egos of some editorial writers, the McCombs and Mohn compilation showed readers' letters, as well as political cartoons, to be the best read items on the opinion pages. Moreover, readers seem to be writing more letters these days, and newspapers are devoting additional space to letters as part of their efforts to enhance dialogue with readers.

George F. Neavoll, editorial pages editor of The Wichita (Kan.) Eagle-Beacon, says his newspaper has received "at least three times as many" letters within the past five years. He attributes that partly to improved treatment of letters through devotion of more space and good headlines. "People will respond to that. They will try their hand (at writing) when something comes up that interests them," he reports.

Allan S. Church, editorial page editor of the Record-Journal of Meriden, Conn., links the rise in "consumerism" to the increasing flow of letters. "I think people want to get their two cents in," he says.

The Akron (Ohio) Beacon Journal devotes every Wednesday's editorial page solely to letters. It also runs pictures of writers of the better letters, says associate editor David B. Cooper.

Many editors say the volume of letters increases when they run a box or column explaining the purpose of letters and ground rules for their use.

To improve communications with readers, some newspapers also have begun publishing explanations of the internal workings of the editorial page and of the newspaper in general. Every Dec. 31, Van A. Cavett, editorial page editor of The Louisville (Ky.) Times, runs what he calls a "report to readers." In it, he explains rules for letters, "how the editorial page differs from op-ed pages," and other matters.

"I can't tell you the number of times I've had somebody call up here and say, 'You know that editorial this morning? It was all wrong.' What they were talking about was a story on page one," not an editorial, Cavett reports.

He adds, however, that readers' confusion is understandable. Cavett believes the rise in investigative reporting and in articles labeled "news analysis" has blurred differences between straight news columns and the editorial page.

Trying something new. Reader discussion is spurred by yet another device employed by the Fairborn (Ohio) Daily Herald. About seven months ago, it introduced an experimental column called "Voiced Views" in which readers anonymously call in views on a selected topic. The opinions are transcribed and run on Friday.

Editor Bernard J. Hilbrink, who reports relatively good response to the project, stresses that Voiced Views is not meant to be a poll. "It just shows some views on a subject," he says.

Another editorial page experiment proved successful by the Akron Beacon Journal.

In August 1981, it carried a 22-part series of articles, editorials and photographs on local care for the mentally retarded. The stories were written by an editorial writer, and the bulk of them ran on the opinion pages. Some segments were displayed in double-truck fashion across the editorial and op-ed pages.

Associate Editor Cooper says the project led to editorial endorsement of a tax increase to benefit mental health services. Voters agreed, and the tax ultimately was implemented.

The series' heavy use of photography

reflects an effort by the Beacon Journal to let photographers as well as writers make a statement on the opinion pages. On a continuing basis, the paper periodically runs on its op-ed page a feature called "This place, these people," showcasing special pictures made by staff photographers.

Still another innovation for lively and useful opinion pages is being tried by USA TODAY. Since its launch Sept. 15 [presstime, Oct. 1982, p. 60], the national newspaper devotes each day's editorial page to one topic, with one editorial and guest columns, at least one of which offers contrasting viewpoints. In addition, there is a compilation of comments on the subject from other newspapers, and a "person-on-the-street"-type column in which seven people offer their views on the day's theme.

"The opportunities for satire, for historical perspective, for personal experience are limitless," says Editorial Director Seigenthaler.

Some concerns. Some editors have expressed concern, however, that such examples of editorial enterprise soon wane.

"My greatest fear is that the wave of mergers of a.m.'s and p.m.'s is going to dilute editorial pages," says Ann L. Merriman, associate editor of the editorial page of The Richmond News Leader, an evening paper whose editorial-page and news staffs are separate from those of its sister a.m. newspaper, the Richmond Times-Dispatch.

In one type of merger involving a.m./p.m. combination dailies, separate editorial staffs survive—one serving the morning paper and one the evening paper—while the news staffs are combined.

However, more commonly, a merger means publishing an "all-day" paper with one editorial page for all editions, or the elimination of the afternoon paper.

In Minneapolis, for example, the evening Minneapolis Star ceased publication last April, merging the morning Tribune into The Minneapolis Star and Tribune.

Robert J. White, Star and Tribune editorial page editor, says the editorial pages of the two papers were "totally different because they were different newspapers." While he explains that readers of the Star and Tribune now get a "richer diet of opinion" than they did previously with either of the two, "no matter how you slice it, there still is a loss of a newspaper's different voice. . . . Nobody can say that one newspaper is saying this and the other newspaper is saying that."

However, editors who have been involved in what might appear to be a loss of an editorial voice say that, in some cases, there was no meaningful loss of voice because the two dailies were essentially of one voice to begin with.

For example, Jimmy Hatten, editorial page editor of Gannett's News-Star-World in Monroe, La., says the evening News-Star and the morning World before merging last year had pretty much the same editorial viewpoint. If anything, the move "has been beneficial in so far as our editorial focus. . . . It has given us more manpower to concentrate on the product."

Another worry is that increasing concentration of newspaper ownership through chain acquisition will result in loss of local editorial autonomy.

Gannett, whose 89 dailies make it numerically the largest newspaper chain by far, responded to that concern in an advertisement labeled "Different Voices Michigan Style." The ad pointed out that when Gov. William G. Milliken announced his withdrawal of support for 1982 property tax relief, editorial opinions of Gannett's Michigan papers were as sharply divided as those of the public.

Opinions of the future. To many people, a bigger question is how editorial-page products will weather the advent of electronic publishing. The view of many is that editorial and op-ed page material does not lend itself to the brevity required for electronic screen reading.

Richard J. Levine, editorial director of data base publishing for Dow Jones & Co. Inc., says his company has not decided how to handle editorials of The Wall Street Journal over the Dow Jones News Retrieval Service. However, "I would think that eventually, when we put up the whole paper (electronically), we would include editorials. We haven't gotten to that point yet."

"Unless things change, I'm doubtful that videotex or teletext is a very good medium for the longer articles," says David H. Weaver, director of the Bureau of Media Research at Indiana University's School of Journalism. Weaver, who has written a soon-to-be-published book on videotex journalism, says editorial matter delivered electronically seems to work best when it is in the form of bulletins.

Conventional newspapers, therefore, will have an opportunity to offer "longer, more analytical pieces," he says. That may create even bigger challenges for the improvement of editorial and op-ed pages. ☐

A blessing, a 'kiss of death' or neither?

Does a newspaper endorsement boost a political candidate to public office or is it "the kiss of death?"

Probably neither. A study by two University of Missouri professors published in ANPA News Research Report 37 suggests the results probably are more subtle.

Among the findings:

- Endorsements of candidates for lower offices and of ballot issues are more persuasive than endorsements in major races.
- Most voters are unaware of their local newspaper's endorsement, and those who are aware "are by no means a random sample of all voters or readers." Readers with more education are more likely to read and remember endorsements. Readers are more likely to be familiar with endorsements in larger-circulation newspapers.
- The number of people voting for a candidate because of a newspaper endorsement increases as respect for the newspaper's integrity increases.
- The persuasiveness of a newspaper's endorsements is affected by conflicting or reinforcing endorsements from other sources, such as other newspapers or voter groups.
- Among voters who have made up their minds, a contradictory endorsement actually may reinforce their decisions.

Journalism Professor Roger A. Gafke and political science Professor David A. Leuthold based their study on data from a 1976 national presidential election survey and from '76 election-day surveys in Columbia, Mo.

News Research Report 37 was published and distributed in October. Additional copies are available from the ANPA Public Affairs Department at The Newspaper Center, Reston, Va.

API participants polled

Consensus most often prevails in setting editorial-page policy

By Elwood M. Wardlow

How is editorial-page policy set at your newspaper? What is the publisher's role in that? Have you found any fresh or innovative sources of op-ed materials? Do you ever use canned editorials?

Those were among 67 questions sent to members in advance of the 1982 Editorial Page Editors and Writers Seminar at the American Press Institute in Reston.

Thirty of the 35 members responded. Their newspapers range in circulation from 26,000 to 500,000 and are published in 23 U.S. states and two Canadian provinces. The respondents—their median age is 38, and one-third are women—provide good glimpses of what is going on in the editorial tower these days. Among those glimpses:

1. There are as many ways to set editorial policy as there are Howard Johnson flavors. But two basic patterns—by fiat or by consensus—are the most prevalent.

Such phrases as "The publisher thinks . . ." or "The editor wants . . ." are familiar ones and usually must be served (or at least discussed).

But in most newsrooms, the tilt is toward consensus. The editorial writers almost universally are heard out when major decisions are made. Most editorials are initiated by the writers, rather than assigned by their bosses.

In a majority of cases, the editor and/or the publisher want to see the editorials before they are published. But this is normally a benign monitoring.

Publishers and chief editors almost always have a veto—but they normally ask for adjustments in an editorial rather than spike it.

2. Most newspapers have editorial boards; only a quarter of the 30 responding papers do not.

They tend to work in one of two ways:

- The board consists only of the editorial-page staff. Staffers then check their determinations with higher-ups.
- The higher-ups sit on the board and take a direct part in the determinations. This is the more common form.

Managing and metro editors are sometimes members of the editorial board. A few papers also appoint reporters, usually in rotation.

Most boards meet daily. But about one-third meet weekly, and a few meet only when there is special need—election endorsements, for example.

3. All 30 papers endorse candidates in the general elections, and a few also endorse in important primaries.

Most of the time, the publisher is an interested party. For two of the 30 papers, in fact, the publisher takes care of the whole endorsement process.

But usually one of two other methods are used:

Candidates are interviewed and their records checked, and the editorial board reaches consensus.

The editorial-page staff checks out the candidates and presents its choices to the editor and/or publisher for ratification or alteration.

4. Only two of the 30 newspapers use canned editorials when their own well runs dry, and both say that does not happen often. A few others pick up or quote from editorials in other papers, with credit.

5. All but three of the 30 have an op-ed page. There is great variety: Eight large papers have at least one full op-ed page every day (a couple omit Saturday); four others have a full page Sunday and partials during the week; five are on Sunday only. Others have partials every day or occasionally during the week.

6. Here are some of the sources being tapped for op-ed material in addition to the standard guest columns, syndicated columns and letters:

- Pro-and-con pairings
- Pieces of local interest from Congressional Quarterly
- Requested from congressmen, public officials, professors and experts
- League of Women Voters
- Defeated candidates assessing the performance of the victors
- A local black columnist
- Think tanks and institutes
- A panel of 10 columnists from the community
- Columns and articles by reporters

7. Smaller papers use a greater proportion of local editorials than larger ones. Six of the 30 papers, all less than 70,000 circulation, run 50 percent or more local. The larger papers try not to slight their own communities but look beyond more often.

8. How much writing do editorial writers do?

The numbers reported to API are highest on the middle-sized papers. There the average is 10 editorials a week. Members of smaller papers write four to 12 a week, with an average of nine. The larger papers have an average of five editorials, with a low of "three or four" and a high of 10.

About half of the writers in all size categories also produce columns, but none more than twice a week.

9. Which duties would the editorial writers like to do more of, and which would they like to reduce?

It was almost unanimous: more writing, reading and research, more time in the community. On the other end: fewer clerical and office routines, fewer in-house meetings, and less administration, editing and handling of letters, layout and complaints.

10. Every paper prints letters from the readers. Many use almost all that are printable, feeling they perform a public service and have high readership.

Every paper edits the letters to some degree, and most run notices to that effect. All but two papers insist that letters be signed in all but extraordinary circumstances. One paper returns all unpublished letters to the senders with a note telling why they weren't used.

11. There is surprisingly little use of formal research in guiding the work of the editorial-page department.

Most smaller and middle-sized papers make no use of it. One looks at national surveys, and a few have done rudimentary local sampling.

Attention to research appears more often at bigger papers—but still only at half. ☐

Elwood M. (Woody) Wardlow is an associate director at the American Press Institute in Reston, Va., and a former managing editor of the Buffalo (N.Y.) Evening News. Complete results of the editorial-page survey are available from Wardlow at API.

'Congress' offers advisory service

The First Amendment Congress has started a "field advisory service" for organizations that want to conduct a local seminar on press accountability and responsibility.

The service will provide free consultation from people who helped organize the two national First Amendment Congress seminars, said Chairman Jean Otto.

The first organization to request help from the advisory service was Women in Communications Inc., which is considering a seminar in Indianapolis.

Also at the annual meeting of the congress's board of trustees in Chicago:

- The board named Vice Chairman Paul M. Davis, news director of radio and television stations WGN in Chicago, to head a task force to investigate ways to get the public involved in discussions on press responsibility and ways the public and press can better interact.
- The congress is considering a West Coast seminar on First Amendment values and how they relate to new technology. The event would be similar to a program held earlier this year in Virginia [presstime, June 1982, p. 18]. ☐

Arizona 'hotline' is a popular number

The First Amendment "hotline" implemented Jan. 1 by the new First Amendment Coalition of Arizona has received 73 calls for help so far this year and has succeeded in each case it has contested.

The objective of the group is to protect the citizen's right to know what local, state and national governments are doing by challenging statewide efforts to suppress public information. The hotline makes media law advice available 24 hours a day.

It is the first time the state's electronic and print media have organized to fight erosion of freedom of the press, according to Bernie Wynn of The Arizona Republic, coalition president. ☐

Minneapolis editor Bailey quits in protest

Charles W. Bailey resigned as editor of The Minneapolis Star and Tribune Oct. 6 in protest of the company's plan to eliminate 22 reporters and six supervisory positions.

Bailey had been scheduled to leave the editor's post in December to become the newspaper's senior Washington correspondent [presstime, Oct. 1982, p. 30].

Fifty-five other newsroom employees had been laid off earlier this year when the morning Tribune and evening Star merged [presstime, April 1982, p. 53].

President and Publisher Donald R. Dwight pointed out that after the latest staff reduction, the combined newspaper will have 200 reporters and editors plus 75 support personnel, compared with 145 reporters and editors on the Tribune staff when the merger with the Star took effect April 5. ☐

Lucy Benson named to head National News Council

Lucy Wilson Benson, a former Carter administration official and former president of the League of Women Voters, is the new chairman of the National News Council.

She succeeded Norman E. Isaacs, who had served in the post for seven years [presstime, July 1980, p 32]. Isaacs, formerly an editor and now a journalism educator, will remain on the council until its annual meeting in December. He will serve thereafter as "senior advisor."

Benson is a Washington, D.C., business consultant who was undersecretary of state for security assistance, science and technology in 1977-80. She was a member of the task force that led to the formation of the National News Council in 1973 and has been a council member since 1980.

She assumed the chairmanship Sept. 23 after being elected by the council.

The 18-member council is made up of representatives of the public and the media. It is a forum for individuals or organizations to file complaints when they feel an injustice has been done because of inaccurate and/or unfair news reporting. The council, which has headquarters in New York City, also works to protect news organizations from unfair attacks. ☐

Equipment for sale

Harris 2200 display ad system including terminal control unit (PDP 11/05) with 24k memory, 8k refresh memory per terminal, RS-232 CLA board, four workstation terminals, four BRPE paper tape punchers with hoods and spare parts. Contact Ed Harding, The Courier-Journal, 525 W. Broadway, Louisville, Ky. 40202; (502) 582-4568.

Two Compugraphic 7200 with fonts, $1,500. One Compugraphic ACM 9000 with fonts, $3,000. One reconditioned Itek Mk. 5 pacesetter, purchased from Itek in September 1981, used as backup to the Mk. 8; includes interface to Itek system, two 16-face disks; one 8-face disk; range 5-72 point; assume lease at 11 percent. Contact Whitney Sutherland, Journal Inquirer, Manchester Industrial Park, 305 Progress Drive, Manchester, Conn. 06040; (203) 646-0500.

Mailroom equipment: three Ferag HS-80 counter stackers, two 90° curves; three bundle storage conveyors, various lengths; one center chain conveyor, 16 feet; three Sta-Hi 251 stackers plus spare parts. Contact Dick Greene, Minneapolis Star and Tribune Co., 425 Portland Ave., Minneapolis, Minn. 55488; (612) 372-4151.

Two Autologic APS-4 phototypesetters, both in good operating condition. Have been replaced with newer models. Best offer. Contact J. Magee, The Citizen, 1101 Baxter Rd., Ottawa, Canada K2C 3M4; (613) 596-3566.

Two Videosetter 2414s; good condition. Two Compugraphic UC terminals with all options. One Compugraphic 9000. Spare boards, fonts and/or width cards available for all this equipment. Available immediately. Contact Chuck Gray or Glen Cornwall, News-Miner, P.O. Box 710, Fairbanks, Alaska 99707; (907) 456-6661.

One PDP8E-HS, 32K memory, and four RKO-J-AA 1.2 16-bit word disks; 32K DH8-EA, 6- or 8-level PR68-D reader; 8-level PP67-D punch, 32K DH8-EE VDT multiplexer and other extras. This equipment has been under DEC service agreement since installation. Contact J. T. Haley, production manager, The Courier, Findlay, Ohio 45840; (419) 422-5151.

Compugraphic 2414 Videosetter with MDR; excellent condition; upgrading to 8600; spare parts and two grids included; 15M. Contact Barbara C. Jones, The Albany Herald, P.O. Box 48, Albany, Ga. 31707; (912) 888-9315.

Exchange notices are published without charge as a service to ANPA-member newspapers.

Hints offered on how to make irregular readers regular ones

A new Newspaper Readership Project study indicates that failure to read a newspaper on a particular day is affected more by happenings in readers' lives than by anything in the newspaper itself.

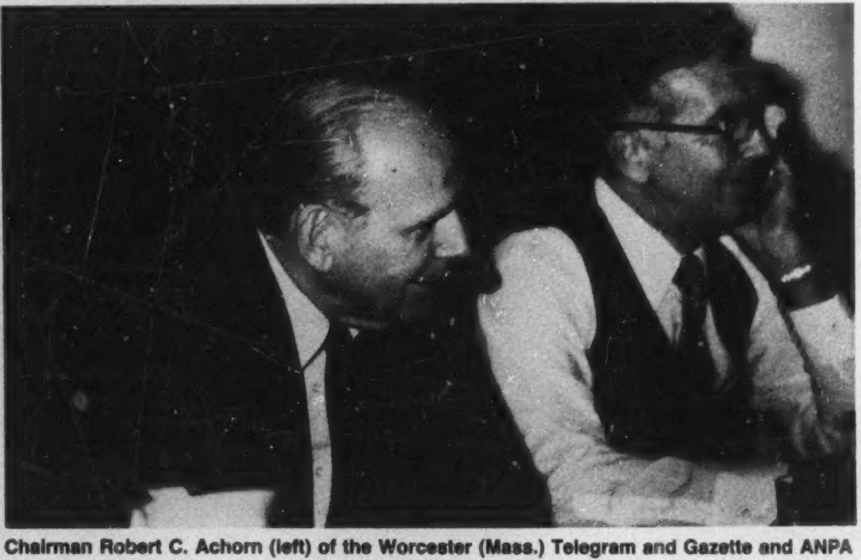
For example, the study found that "bad news" does not deter readership. On the contrary, readers generally said they find such news interesting.

The survey was conducted by the Newspaper Advertising Bureau for the NRP. It focused on the growing number of adults, particularly younger adults, who read newspapers on a less-than-daily basis.

Because reasons for reading newspapers are individual and complex, reasons for not reading are hard to pin down, according to the study. Nevertheless, it resulted in some recommendations:

- Promotions aimed at young adult readers are "critical. Unless present levels of penetration in this age group can be stabilized or increased, the daily newspaper's future status as a mass medium may be impaired."
- While there is little to be gained in changing the ratio of hard news to features or other general aspects of the editorial product, there may be some gain in repackaging. Weekly special sections featuring sports, entertainment, food, etc., may highlight the variety of information in each day's newspaper and can be a strong reason for reading, especially among women.
- Circulation departments should assure there are sufficient, convenient, single-copy sales outlets for nonsubscribers. They should also ponder single-copy pricing. "Parity between subscriptions and single-copy prices may be highly desirable."
- Because advertising is such an important part of the newspaper, continued emphasis on improving ad quality is important to readers as well as to advertisers.
- Promotions should counteract the common response that someone is "too busy" to read the daily newspaper. One approach is to emphasize the amount of varied information that can be obtained conveniently from a daily newspaper.

"Weekday Reading Patterns: A Two-Market Study," was based on telephone interviews with more than 500 adults in a large northeastern metropolitan area and a smaller southwestern city. Copies of the 66-page report may be obtained for $3 each from NAB, 485 Lexington Ave., New York, N.Y., 10017. ☐



Chairman Robert C. Achorn (left) of the Worcester (Mass.) Telegram and Gazette and ANPA Vice President/Industry and Public Affairs Robert L. Burke lead discussions at the first meeting of ANPA's new Readership and Marketing Committee Sept. 29 in Washington, D.C.

ABC white paper outlines options on bulk-sales count

A proposal to change the way bulk newspaper sales are reported by the Audit Bureau of Circulations is under consideration.

The bureau's Newspaper Committee will discuss the issue at the Newspaper Division's Nov. 10 meeting during the ABC's annual conference in New York City. If the division votes to change the current reporting procedure, the matter could go before the ABC board Nov. 11.

The Newspaper Committee has prepared and distributed a white paper explaining the current bulk-sales rules and several possible changes.

Bulk sales are newspapers sold in quantity for as little as 50 percent of the normal price to establishments such as hotels or restaurants, who then give them away to patrons. Currently, newspaper bulk sales are not counted as paid circulation; they are reported separately in audit reports.

The only exception is for bulk sales to schools as part of the Newspaper In Education program. Those are counted as paid circulation.

The white paper notes that magazines and business publications report bulk sales as paid circulation, and that many newspapers believe it is important for their advertisers to know about "all increments of circulation."

One suggestion is to give bulk sales data more prominence by moving it from its current location in an ABC audit report—Paragraph 5—to Paragraph 1. It still would be listed separately, but in addition to the regular circulation figure, a new grand total would be provided that would include bulk sales.

Other possible changes are: reporting bulk sales in Paragraph 3; placing a cap of 5 percent on total bulk sales; and adding bulk sales in a new FAS-FAX column.

Such changes would still distinguish between traditional paid circulation and bulk sales, but they would give advertisers information "so that individual buyers may determine the value of this type of circulation to their specific marketing and media requirements," the white paper noted. ☐

Convention next step

Guild board approves plan for merger with ITU

By Clark Newsom
presstime labor writer

The Guild Reporter

Guild's international executive board discusses merger agreement.

The international executive board of The Newspaper Guild has approved a document for merger with the International Typographical Union. The 16-member executive board took the action at a special meeting Oct. 20 in Washington, D.C.

The next step along the path toward merger is a special Guild convention beginning Jan. 12 in Cleveland. Approval would send the merger plan next March to the memberships of both unions for their approval [presstime, Oct. 1982, p. 47].

If approved by the unions' members, the effective date of the merger would be June 1, 1983. Formation of the "Media Employees International Union, ITU/TNG," would combine the structure and operations of the unions at the international level, using shared leadership, staff and resources. Local unions would not be required to merge.

One stumbling block to the merger noted by labor relations specialists is that under the agreement the ITU's mortuary plan would end on the date of merger. The plan pays $500 to the beneficiaries of deceased members.

In a recent issue of the Typographical Journal, the ITU's official publication, a 46-year member suggested in a letter to the editor that retired members be given the $500 now.

The Journal's editor noted there were 27,126 retired members on Dec. 31, 1981. Thus, he said, "To accomplish the writer's purpose would require $13,563,000."

ITU retirees are eligible to vote in the referendum, along with the union's 47,000 working members. In the proposed MEIU, retired members would not be eligible to vote on international matters except on dues affecting them.

The ITU's Union Printers Home in Colorado Springs would become a separate entity on the date of merger, with no obligations for the home to be assumed by the MEIU.

The agreement provides that there will be no merger-induced job loss or reduction in salary or benefits for current staff.

The Guild agreed to pay off compensatory time obligations and to fund severance-pay obligations to its staff prior to the merger. Those obligations total $552,082.

As of March 31, 1982, the net worth of the Guild's defense fund was $4,970,992 and its general fund, $133,528.

On the same date, the net worth of the ITU's strike fund was $6,672,761 and its other funds, $1,789,351.

Under the agreement, the MEIU would have a $10-million defense fund.

The ITU agreed to have $1 million in cost reductions in place or in progress prior to merger.

Meanwhile, merger talks between the Graphic Arts International Union and the International Printing and Graphic Communications Union continue to make headway. Representatives of both unions were called to Washington, D.C., the week of Oct. 18 for separate meetings to evaluate progress made.

NLRB excludes 44 AP staffers from pact

The Wire Service Guild in New York City has appealed to the National Labor Relations Board a regional director's decision excluding 44 Associated Press domestic news and photo positions from the union's jurisdiction.

The regional director in New York City, Daniel Silverman, issued his decision four years after AP filed a "unit clarification" petition. At the same time, he dismissed a petition by the Guild that sought contract coverage for a number of administrative employees.

AP had sought to exclude 106 employees from Guild coverage. But the regional director ruled that 62 of them should continue to be covered.

Silverman excluded the 44 positions on the basis of the individuals' supervisory status. In his 109-page decision, he cited the NLRB's ruling on a unit clarification proceeding brought by The Washington Post in which the board excluded employees who met its criteria for supervisory status even though they had long been included under labor agreements [presstime, March 1981, p. 44].

Most of the excluded AP employees were news editors and correspondents in bureaus and offices around the country. Silverman found that in addition to their news work, they performed supervisory functions.

(The Associated Press and Wire Service Guild Local 222, Case No. 2-UC-151)

Electronic publishing staff not in Guild bargaining unit

Employees of a Providence (R.I.) Journal Co. subsidiary who produce electronic information for cable television are not part of a Newspaper Guild bargaining unit at The Providence Journal and The Evening Bulletin, an NLRB regional director has ruled.

Last March, the Journal Co. established the subsidiary, Colony Electronic Information Services, which is itself part of another Journal subsidiary, Colony Communications Inc., a cable television firm.

CEIS, located about four blocks from the Journal Co.'s newspaper plant, produces two 24-hours-a-day cable television programs. JTV 1 is a 20-minute news service that is repeated three times each hour and continuously updated. Each story, about 20 seconds long, scrolls onto the cable subscriber's television screen. JTV 2 features scrolling entertainment and sports information.

Robert S. Fuchs, the NLRB's regional director in Boston, noted that CEIS employs about 10 people in four departments: programming, art, advertising and clerical. The programmers take wire service stories and rewrite them into the 20-second format. About 65 percent of the stories come from the wire service and 15 percent from the Providence dailies. The rewritten stories are combined with computer art and graphics and then put on the air.

CEIS has its own bank account, letterhead, business forms and personnel records. Other than the manager, none of the CEIS employees previously worked for the Journal Co., and there is no interchange of employees between the Journal Co. and its subsidiary, Fuchs noted.

He also pointed out that the wages and fringe benefits of CEIS employees differ from those of employees within the Guild bargaining unit.

Although both the parent company and its subsidiary have employees who edit stories and provide art support, the two groups of employees "are distinct and different," Fuchs found. "CEIS is structured to 20-second stories that are continuously being updated while [the Journal Co.] is structured to put out morning and evening newspapers."

Because of the lack of interchange of employees and the independence of CEIS operations, Fuchs concluded that the employees "do not constitute an accretion to the recognized bargaining units."

(Providence Journal Co. and Newspaper Guild, Case No. 1-UC-382) ☐

Sports editor is supervisor, NLRB rules

The NLRB has found that the sports editor of the Kenosha (Wis.) News is a supervisor and therefore not covered by the labor agreement with Local 159 of The Newspaper Guild.

The board made its decision on the basis of the sports editor's exercise of authority to hire part-time employees.

At the same time, the board agreed with its regional director that an editor for area news and the editor of the Horizons section are not supervisors and are properly included in the union's bargaining unit. The board found in the "unit clarification" proceeding that those editors do not have the required authority for hiring and firing and sufficient independent judgment in directing activities of employees to warrant their classification as supervisors within the meaning of the Taft-Hartley Act.

The NLRB's regional director had found the newspaper's chief photographer is neither a supervisor nor a managerial employee. While the board granted the company's request for review of the regional director's decision as to the three subeditors, it denied it as to the chief photographer.

Board Member Don A. Zimmerman dissented in part. He would have excluded all three editors from the bargaining unit.

(Kenosha News Publishing Corp. and Kenosha Newspaper Guild, Local 159, 264 NLRB No. 50) ☐

NLRB judge upholds ITU in strike case; reinstatement backed

An NLRB administrative law judge has recommended that the board order The News of Paterson, N.J., to reinstate striking members of Newark Typographical Union No. 103.

Judge James F. Morton found that the strike, which began in February 1981, resulted from unfair labor practices by News Printing Co. Inc. He recommended that the Allbritton Communications Co. subsidiary be ordered to bargain with the union upon request.

He also held that the union is the bargaining representative of editorial employees of The News and its sister newspaper, The Dispatch of Union City, N.J., even though an NLRB representation election was never conducted in the matter.

Morton did find in his 75-page decision that News Printing Co. and a former delivery contractor were not "joint employers" of drivers, and that therefore no unfair labor practice was committed by the company with regard to delivery personnel. NLRB attorneys have filed exceptions with the board to that portion of Morton's decision.

Allbritton spokesman George Beveridge said Morton's decision "is in the hands of our attorneys, who are making an analysis" of it. "The procedural processes leading to final disposition of this matter can be lengthy," he noted.

Meanwhile, the NLRB's regional office in Newark is waiting for a ruling from U.S. District Judge Herbert J. Stern on its petition under Section 10(j) of the Taft-Hartley Act for reinstatement of the strikers pending a final board order in the case [presstime, June 1982, p. 36].

The News has continued publication throughout the strike, which was touched off by a dispute over a new contract.

(Allbritton Communications Inc. and its wholly owned subsidiaries, The News Printing Co. Inc. and The Hudson Dispatch, JD-[NY]-85-82) ☐

Recent contract settlement

The Boston Globe, GAIU: Three-year agreement covering photoengravers retroactive to Jan. 1, 1981.

(Details in October 1982 ANPA Labor & Personnel Relations Letter.)

ITU claims lockout in Ontario

The Evening Tribune of Welland, Ontario, is continuing publication during a labor dispute with Typographical Union No. 927.

The union contends its members are locked out, while management maintains the union's actions constitute a strike.

The dispute is over terms of a renewal agreement for composing room employees and an initial contract for a newly certified unit of office employees.

On Oct. 6, the ITU members began to engage in sit-in and slow-down tactics, and the paper was unable to publish that day or the following two days. On the 9th, the publisher met employees reporting for work and asked for a commitment to work. They refused and later appeared with "locked out" signs.

The Tribune resumed publication Oct. 12. Pressmen are continuing to work under a labor agreement signed last August.

Another Ontario daily, the Peterborough Examiner, missed two days of publication in September in a similar dispute with Typographical Union No. 248. The newspaper suspended publication Sept. 15 and 28 when employees interrupted their work to hold union discussions.

In this instance, too, management described the union's actions as a strike, and the union disagreed.

A union spokesman said there would have been pickets outside the plant in a strike situation.

The Examiner and the union have since reached a renewal agreement for composing room employees and an initial contract covering employees in the editorial, circulation, advertising and business departments. ☐

Va. court rules carrier was not employee

A 59-year-old man who died in 1979 from injuries received in an automobile accident while he was delivering the Richmond (Va.) Times-Dispatch was an independent contractor, not an employee of Richmond Newspapers Inc., the Virginia Supreme Court recently ruled.

The ruling overturned a decision by the Industrial Commission of Virginia that had awarded the decedent's administrator workmen's compensation benefits, medical costs and funeral expenses.

"As a general rule," the court said, "a person is an employee if he works for wages or a salary and the person who hires him reserves the power to fire him and the power to exercise control over the work to be performed. The power of control is the most significant indicium of the employment relationship; other factors merely help to elucidate the manner and degree of control."

The court agreed with the company's argument that the carrier, John W. Gill, was an independent contractor because the company "reserved and exercised virtually no control over the means and methods Gill employed in the conduct of his business."

Gill was required to furnish his own transportation and was driving his own vehicle at the time of the accident.

(Richmond Newspapers Inc. v. John F. Gill, Administrator, Record No. 811231) ☐

Free-lancers form union

The National Writers Union has been formed by a group of free-lance writers and plans to hold its first national convention next year.

The new union claims 1,300 members in 12 chapters. Among its goals are extra pay for free-lancers when directed to rewrite their articles, and full pay even when a solicited article is not used. ☐

NLRB elections

Bristol (Conn.) Press, Guild: Editorial employees voted 17-2 in favor of representation by The Newspaper Guild. The employees previously had been represented by an independent union.

(NLRB Case No. 39-RC-348)

Pensacola (Fla.) Journal and News, IPGCU: In a decertification election, pressroom employees voted 10-4 against further representation by Pressmen's Union No. 277.

(NLRB Case No. 15-RD-508)

Philadelphia papers settle with unions after brief strike

The Philadelphia Inquirer and Daily News were struck by eight unions at the beginning of October.

The unions struck after their old contracts expired at midnight Sept. 30. Only a limited edition of the Oct. 1 Inquirer was printed, and publication of both newspapers was suspended Oct. 2. A tentative agreement permitted publication of the Oct. 3 Sunday Inquirer, and both papers were back on the streets Oct. 4.

Each of the eight unions had vowed not to accept a contract unless all of them were satisfied.

The eight are: an independent union representing mailers, locals of the Graphic Arts International Union, The Newspaper Guild, International Association of Machinists, Teamsters, International Printing and Graphic Communications Union, International Typographical Union and Service Employees International Union.

The basic settlement with the craft unions was $125 over three years.

With the Guild, the reporters' top minimum salary of $524.94 was increased $52.50 the first year and $47.25 in each of the remaining two years.

The pact was ratified despite a thumbs-down recommendation from the local's bargaining committee. The union agreed to the exclusion of 21 editorial employees from the bargaining unit.

Meanwhile, at The Plain Dealer in Cleveland, a strike was narrowly averted in October.

Agreements with the Guild and Teamsters were negotiated with the assistance of the Federal Mediation and Conciliation Service.

The wage package with the Guild provides for increases totaling $89.08 over 26 months, retroactive to Aug. 1, 1982, with much of that money diverted to a health and welfare benefits trust fund. The previous top minimum salary for Plain Dealer reporters was $520.

The wage package with the Teamsters provides for increases totaling $92.50 over 27 months, retroactive to July 1, 1982. The previous top wage scale for drivers and district managers was $410.70. ☐

Darrow Tully (left), publisher of The Arizona Republic and Phoenix Gazette and chairman of the ANPA Labor and Personnel Relations Committee, discusses labor climate with FMCS head McMurray during meeting in Washington, D.C.

Mediator says climate is better

The head of the Federal Mediation and Conciliation Service believes parties to labor negotiations are seeking a "better way" to bargain.

Kay McMurray told an Oct. 5 meeting of the ANPA Labor and Personnel Relations Committee that he bases this conclusion on larger-than-expected crowds at two recent labor-management conferences he attended. The conferences are designed to bring together union leaders and management representatives to listen to outside experts, to foster a better bargaining climate through communication and to develop new ideas on how to bargain.

McMurray also brought news to the meeting that contract negotiations at The Plain Dealer in Cleveland had just reached a successful conclusion (see story, p. 36).

Sworn in as FMCS director in July, McMurray inherited an agency that had sustained a 20-percent cut in its fiscal year 1982 budget. He said the cutbacks mainly were in support services—secretarial, clerical and office space—not in mediation. The FMCS monitors labor negotiations and generally becomes involved when disputes extend beyond contract expiration dates.

He told the Committee that by late November, he will make recommendations for changes in the way the agency operates. He has retained a management consultant to review FMCS operations.

He also said a new FMCS computer system should speed communications, cut down on paperwork and improve statistical information. □

Texas daily out of union pension plan

The Fort Worth (Texas) Star-Telegram has reached a new labor agreement with Typographical Union No. 198 that provides for the newspaper's withdrawal from the ITU Negotiated Pension Plan on Jan. 2, 1983.

After that date, the $2-per-shift, per-employee that the company contributed to the plan will be added to the wages of the 80 ITU-represented employees in the form of a $10 weekly increase. The employees already are covered by a company-sponsored pension plan.

The amount of the company's withdrawal liability to the ITU plan will not be determined until after the first of the year. However, the lawyer who represented the company in the negotiations said it will exceed the $15,000 payment to the plan made last year by another withdrawing company, the Tulsa (Okla.) Newspaper Printing Corp., to cover its part of the plan's overall unfunded liability [presstime, March 1982, p. 8]. □

NLRB overturns discharge ruling

The NLRB has ruled that the Atlanta Journal and Constitution unlawfully discharged a circulation department radio dispatcher.

The board also found that a supervisor had interrogated the employee illegally.

The company was ordered to reinstate the employee with back pay.

The case involved Mary E. Cody, who was discharged for spreading rumors about a possible strike [presstime, May 1982, p. 53].

Cody was involved in concerted activity protected by the Taft-Hartley Act, the board said, noting that it had held in another case that a conversation may constitute concerted activity.

An NLRB administrative law judge had held that the company lawfully discharged Cody but unlawfully interrogated her.

The case involved efforts by the Pressmen's Union to organize employees in the street-sales division of the circulation department. The union recently withdrew its petition for an NLRB election [presstime, Oct. 1982, p. 48].

(Cox Enterprises Inc., d/b/a Atlanta Newspapers, 264 NLRB No. 120) □

Settlement calls for union to rescind fine of foreman

Platemakers' Union No. 151, an affiliate of the International Printing and Graphic Communications Union, recently agreed to rescind a $188.40 fine imposed on a member foreman at the Arizona Republic and Phoenix Gazette after he refused to change his work schedule to accommodate another employee.

The union's action came after the company filed unfair labor practice charges with the NLRB.

In a "settlement agreement" approved by NLRB regional director Milo V. Price, the union did not admit that it had violated the Taft-Hartley Act but agreed to reimburse the fine and to post a notice to employees stating it will not take such disciplinary action against supervisory members in the future.

(Phoenix Stereotypers'/Platemakers' Union No. 151 and Phoenix Newspapers Inc., Case No. 28-CB-1866) □

Testing of water-based inks continues at three newspapers

By Tom Walker
presstime technical writer

Water-based inks have several advantages over more traditional oil-based ones. Most notably, they are available in times of petroleum shortages, they don't rub off on readers' hands and clothes, there is less show-through, and they are compatible with environmental concerns. But they only work in flexographic printing.

They don't work on letterpress or offset presses because the inks dry too quickly. There were experiments with water-based letterpress inks in the 1960s, but those experiments were unsuccessful, says George Cashau, the ANPA Research Institute's coordinator of operations. He says halftone reproduction was totally black, and to this day no one knows why.

Water-based inks have been used successfully in newspaper operations, but only in flexographic printing experiments. The inks have unique problems, and it may be a long time before they are available in conventional newspaper printing systems.

A black letterpress ink with a non-petroleum base other than water has been developed at the Institute, and work is continuing to develop the inks for color use and offset operations [presstime, April 1982, p. 46]. Cashau says ANPA and most ink companies also are conducting research to develop workable water-based inks.

Water-based inks are being used in flexographic printing operations at three newspapers in the United States—The Providence (R.I.) Journal and Bulletin and the Sarasota (Fla.) Herald-Tribune. Another experiment, at the Newspaper Printing Corp. in Nashville, Tenn., ended in early October after about 15 months of testing. The Nashville Banner and The Tennessean dropped their test when they decided to go to total market coverage. "We have to have optimum performance and consistency, and that hasn't always been possible (in the testing)," says the newspapers' Production Director William D. McGahan.

Ink manufacturers have been developing water-based inks for a long time—20 years in the case of Huber Corp., in Edison, N.J. But "there still are a lot of problems related to the press," centered on drying speeds, says Huber technical representative Augie Pugliese. "The ink will be refined as the presses are refined," he says.

Pugliese says Huber's experimental water-based inks are 80-percent water with pigments and resins added. "It's a very complicated balance of additives that are needed to control drying speeds," he notes.

Newspapers are interested in flexographic printing with water-based inks, but most "don't want to be the first guy" to use them, says Robert G. Savageau, assistant technical representative for Flint Ink in Detroit.

Flexography is typically used in package or carton printing, but is not used in newspaper printing, except at the test sites.

In flexography, the ink is passed from the ink fountain to an anilox roller, which ANPA developed for newspaper use. From the anilox roller, the ink is transferred to the plate and then directly to the paper. In typical newspaper printing, the ink is transferred to several more rollers before being applied to the web. It is on these rollers that water-based inks dry out.

In other non-flexographic applications of the anilox roller, such as the ANPAPRESS™ and the Tokyo Kikai Seisakusho Ltd. presses, form rollers are placed between the anilox roller and the plates to spread out the oil-based inks.

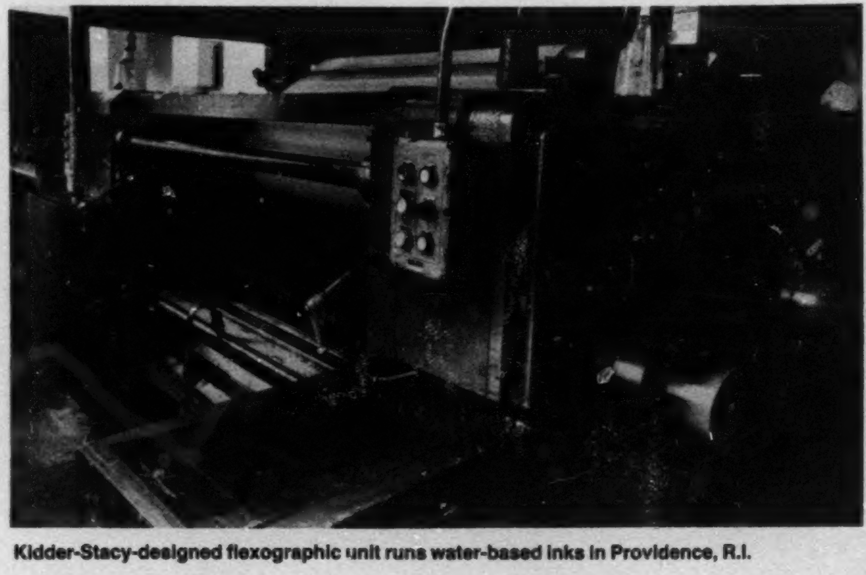
The testers. Water-based ink experiments with flexographic printing have been underway for about 18 months at the Providence newspapers, and Production Director Jerry S. DeHimer says a prototype flexographic newspaper press unit designed by Kidder-Stacy "is running every day and running very well."

He notes that "we are getting the quality we set out to achieve" but some problems remain. One is in ink formulation.

The ink has to dry fast enough so there are no "set-off" problems. That's the term for what happens when some of the wet ink rubs onto the press and is picked up as spots when the web passes by.

At the same time, DeHimer says, the ink must not dry too quickly. That will cause cells in the anilox roller to become clogged, which can fill in halftone areas on plates.

The Providence executive says his newspapers received good-quality reproduction in their first attempts at flexography for the first few thousand impressions. But after that, dry ink filled in halftone areas on the plates. When that occurred,



Kidder-Stacy-designed flexographic unit runs water-based inks in Providence, R.I.

pressmen had to stop the presses and clean the plates. They also were getting set-off on the second impression cylinder, which prints on the side of the web opposite the first impression. In non-newspaper flexography, printing is normally done on one side only.

After about 40 formulas were tried, Huber Corp. developed an acceptable ink that didn't present the drying problems, DeHimer says.

David G. B. Lindsay, vice president and general manager of the Sarasota Herald-Tribune, points to another aspect of water-based inks' drying qualities discovered in his paper's experiment.

"They make you more careful about leaving them in the fountain," he says. "They'll dry in the fountain and on the rollers," which presents clean-up problems. He says ink companies have been "fairly successful" in developing inks that have a balanced drying time, "but we still get some speckling on halftones. It's an intermittent problem."

He says some of the inks developed by several companies for his Faustel Inc. color deck, which was designed to test newspaper flexography, had offensive odors in the pressroom. A new formula solved the problem.

Another problem the Florida daily encountered was related to ink viscosity. "They (water-based inks) behave differently (than traditional inks) in that they like to move around on the rollers," Lindsay says. The problem was overcome by adding viscosity controllers that provide water to replace what had evaporated.

Compatibility of inks with plates also presented the newspaper with a problem. "Certain chemicals in the inks will react with plates and cause them to swell. But that's just something you learn. The ink people knew it was a possibility and tested several plates," Lindsay says.

The newspapers began their experiments because "anything we can do to lower our printing costs as a percentage of total production costs makes us more competitive. We were hopeful that the flexo system would give us acceptable quality at a lower total systems cost. We are very close to realizing those hopes," Lindsay says.

Providence's DeHimer says "the best projection" at his papers is that water-based inks will be "more expensive than letterpress, but less than offset." Prices will come down, "or at least not accelerate at the same level because they are water-based and not oil-based (which are subject to price fluctuations)," he notes.

Sarasota's Lindsay says the fact that the inks currently are more expensive than traditional inks "doesn't mean anything, because we don't have a precise measurement of mileage (how much ink it takes to print a large number of papers), and no one has bought them in volume. We are buying them in drums, and no one has manufactured a tank-car full."

Both DeHimer and Lindsay believe that although flexographic plates currently cost more than offset plates (but less than letterpress plates), the gap will narrow with the introduction of thinner plates for the new process.

DeHimer says flexography using water-based inks also should result in "a real big savings" in printed waste because a "consistently good quality product can be printed after one revolution of the plate cylinder," as is true with all processes using the anilox-inking system.

And with the decreased show-through produced by water-based inks, "We can look forward to using a much lower (and less expensive) basis weight paper," he adds.

Both press manufacturers with the prototype units installed at Providence and Sarasota plan to market similar units.

Kidder-Stacy is working on an improved unit that will replace the one in operation at Providence, according to James R. Norris, project engineer. He says the unit being constructed now will be shown at the ANPA Operations Management Conference and Exposition in Las Vegas, Nev., June 11-15. That unit will then be installed in Providence.

The company also is building two more units that will be marketed for about $350,000 per unit.

And Faustel soon will have available flexographic systems for newspapers—both a new double-width press and a conversion kit, says Michael D'Amour, marketing manager.

D'Amour says the company has identified some 30 newspapers that are potential purchasers of the $200,000 to $250,000 presses. ☐

Kodak introduces fast color film

The Eastman Kodak Co. in October announced development of a color print film with an ASA 1000 rating. It will allow photographers to take available-light shots even when there is not much light available.

The fastest color print film now on the market is ASA 400.

Time magazine used the film to illustrate an Oct. 18 story. The magazine said its picture of the New York Stock Exchange floor was taken with available light.

Thomas G. Levy, managing editor of Kodak's Consumer and Professional News publication, said the film will go on sale in the first half of next year. A price has not been set, he reported.

Also in October, Kodak displayed a prototype video display unit that allows pictures taken with the company's "Disc" electronic camera to be displayed on home television screens. The images can be cropped or enlarged.

Levy said the Rochester, N.Y.-based company has not decided to market the new product, but it "wanted to show that we could work in optics, chemicals and electronics."

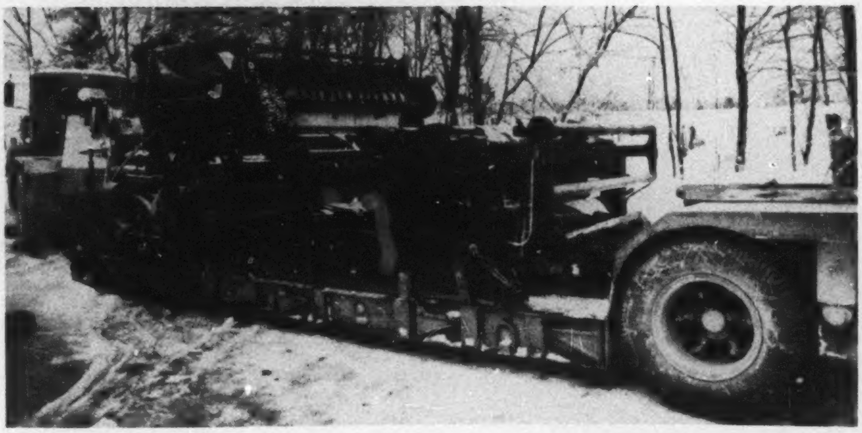
Sony Corp. of Japan plans to sell an electronic camera, the Mavica, and a video printer for pictures taken with it [presstime, April 1982, p. 43].

RI break-in results in $10,000 damage

Intruders broke into the ANPA Research Institute in Easton, Pa., in late September and caused some $10,000 in damage to the building and some equipment.

Coordinator of Operations George Cashau said entry was made by breaking out a skylight. A pail of roofing tar was overturned, the tar seeped through the ceiling and onto four Logicon VDTs, valued at $1,500 each, and peripheral equipment, including a $2,000 font disk for a recently donated Merganthaler Linotron phototypesetter. The VDTs and the Linotron equipment are irreparable but were insured and will be replaced. ☐

National printing museum planned for Lowell, Mass.



Duplex press (circa 1910) heads for storage to await museum opening.

The going has been slow, but planning goes on for opening a National Museum of Printing in Lowell, Mass., by spring of 1985.

The museum, if all the pieces fall together, will be part of the Lowell National Historical Park, opened in 1978 to honor America's role in the Industrial Revolution.

Museum backers have collected about 130 tons of printing equipment for the museum that is expected to be housed in a renovated, 160-year-old textile mill.

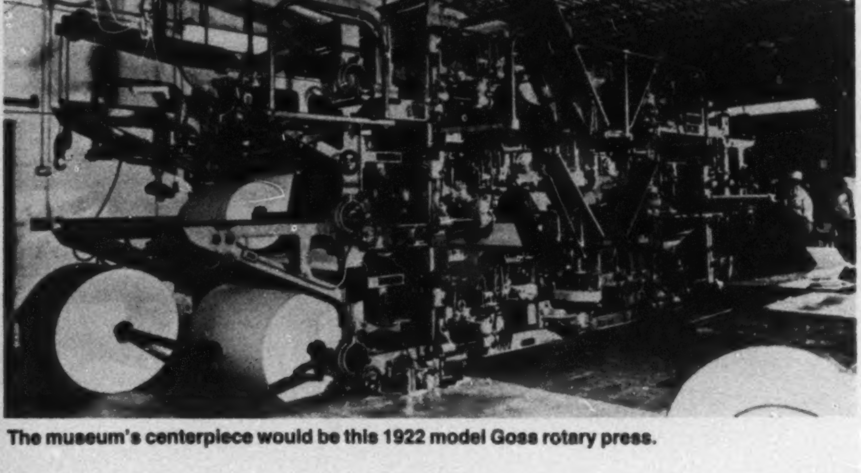
Financing for the museum is incomplete, even though plans were begun four years ago for what is to be the largest printing museum in North America. Several collections of printing equipment exist in the United States and Canada, including an exhibit at the Smithsonian Institution in Washington, D.C.—the largest public display to date. But none is as large as that planned for the Lowell site, backers say.

According to Robert L. Richter, president of the non-profit Friends of the Museum of Printing Inc., an initial feasibility study was paid for with grants of $2,500 each from The Lowell Sun, the local daily newspaper, and from the Courier Corp., a textbook and telephone directory printing firm with headquarters in Lowell. Courier also donated about 50 tons of equipment for the museum, including a Linotype machine and assorted mats, saws, etc.

The most recent donations came from The Boston Globe and the Worcester (Mass.) Telegram and Gazette, which gave $5,000 and $1,000, respectively, to move equipment to a storage area, Richter says. The Brockton (Mass.) Enterprise donated another $500.

One iffy piece of the financial puzzle is the federal government. According to John Burchill, superintendent of the Lowell park, some $5 million to $7 million is needed to restore the old Boott Mill complex, the projected site for the printing museum. The money has yet to be allocated.

Boott is one of many textile mills and other historic buildings that are included in the park. The buildings sit along the Merrimack and Concord rivers and the Pawtucket Canal, which were used to supply power for the 19th century mills.



The museum's centerpiece would be this 1922 model Goss rotary press.

Burchill says plans call for the renovation funds to be spent in three yearly phases, beginning with $1.5 million next year if Congress approves legislation appropriating the funds. House committee action on the appropriation is expected in December.

The printing museum would fit nicely with the park theme because "one of the first industries in Lowell was printing," Burchill notes.

Plans are for the museum to be housed in a portion of the 600,000 square-foot complex after its renovation. The museum sponsors and other tenants in the building will be expected to pay for finishing work and to devise a rental or lease agreement with the National Park Service. The Park Service would maintain about one-half the structure as a stop for tours of the area.

Richter says the backers of the museum "have to get going real hard" on fund-raising.

The centerpiece of the museum would be a Goss sextuple rotary press manufactured in 1922 donated by Lann Printing Co. of Springfield, Mass. The press, which is on hand, is set up to use curved stereo plates of lead, magnesium, zinc or Dyrcil, Richter says. He notes that one unit could be converted to offset.

The press and support equipment, such as mat rollers, lead pots, etching equipment, routers, gallery camera, etc. are operable and "appear meticulously clean and very nearly as good as new," he says.

Contributions may be sent to Charles Treciokas, treasurer, Friends of the Museum of Printing Inc., P.O. Box 849, Boston, Mass. 02103. □

IAPA raps attacks on press

The Inter American Press Association recently capped its 38th General Assembly with a gloomy annual assessment of the state of press freedom within the Western Hemisphere. It said in part:

"Violence continues to cast a lengthening shadow over Latin America. Democracy in Peru is facing a fanatically ruthless onslaught from terrorists. . . . Political violence continues to claim the lives of journalists, and the risk involved in reporting the news in Guatemala, El Salvador and Honduras has increased.

"The press is also confronted with a new, and particularly vicious enemy in a number of countries. The danger posed by drug-traffickers has been dramatized by the murder of Orlando Carrera Yepes, editor of the weekly newspaper, La Verdad, in Uchiza, Peru, who had embarked on a campaign to expose traders in narcotics."

The association passed resolutions calling for the repeal of restrictive press laws in Argentina, Brazil and Nicaragua; condemning human rights and press violations in Grenada and Haiti; urging the Canadian government not to adopt a Canada Newspaper Act singling out the newspaper industry for special restrictions; pledging continued work toward ending the isolation of Cubans from outside information sources; asking for an end to press harassment in Guatemala; and expressing concern over the use of government economic power in Mexico.

The IAPA also condemned UNESCO efforts to establish international doctrines that could be used to impose controls on the communications media. Further, it opposed press associations and collegia that require journalists to obtain licenses or permits and expressed strong support for efforts by ANPA and FIEJ to develop kenaf as a source of newsprint.

The IAPA also listed some good news: easing of press restrictions in Brazil and the success by some U.S. media in opening judicial proceedings to public scrutiny.

More than 300 publishers and editors from 30 countries gathered in Chicago for the assembly to elect new officers (see Changes in command, p. 46), to hear presentations by hemispheric political leaders and to discuss mutual concerns. ☐

Florida and Kenya newspapers begin exchange

Two educational projects involving journalists from Third World countries have been announced by the St. Petersburg (Fla.) Times and the Media Institute of Washington, D.C.

In the first "twinning" arrangement involving a U.S. daily newspaper and a Third World newspaper company, the Times is paired with the Nation Group of newspapers of Nairobi, Kenya.

Under the arrangement, employees of the English-language Nation and Swahili-language Taifa newspapers will travel to the United States to work for the Times, and Times staff members from all departments will reciprocate.

The World Press Freedom Committee has been advocating such links between media in developed and undeveloped nations since 1979.

In the Media Institute program, the organization's Transnational Communicatons Center will conduct three programs in 1983 for representatives of developing nations. Two sessions of three weeks each will be for journalists from Asia and Latin America. The third will be a one-week program for ministers of information from eight Asian and eight African nations.

The Media Institute programs will be funded with grants from the U.S. Information Agency. ☐

UPI gets Salvadoran apology

The government of El Salvador apologized to United Press International Oct. 21 following an incident in which armed national policemen entered and searched the San Salvador offices of UPI and five other news organizations.

UPI sent cables to President Alvaro Magana protesting the Oct. 20 search, during which UPI Bureau Manager John E. Newhagen was detained for more than an hour. A police public relations officer later said the men had been searching for clandestine messages affecting the security of the country.

The Associated Press office in San Salvador was among the others searched. ☐

Bus deregulation could raise rates, decrease service

The bus deregulation law that takes effect Nov. 20 could lead to higher rates for shipment of newspapers as well as a decrease in service in some places.

Many ANPA members use bus transportation for some newspaper distribution. It is suggested that circulation departments consult with bus companies on any changes in service that may affect subscribers.

Under the Bus Regulatory Reform Act of 1982, signed by President Reagan Sept. 20, the bus industry will get new freedoms that are even broader than those accorded trucking companies in 1980.

The act allows companies:

- Greater freedom of entry into and exit from the bus market
- To set rates and fares within a "zone of reasonableness," with the zone to widen progressively over the years. Initially, bus companies will be allowed to raise rates or fares by 10 percent or lower them by 20 percent compared with year-before levels.
- Federal preemption of some state bus regulations
- Moratorium on grants of U.S. operating rights to Canadian and Mexican carriers without approval by the U.S. trade representative
- Elimination of antitrust immunity to set rates collectively
- To stop applying separately for authority to carry freight shipments as well as passengers [presstime, Jan. 1982, p. 15]. ☐

B.C. dockworkers negotiate; slowdowns may increase

British Columbia dockworkers represented by the International Longshoremen's & Warehousemen's Union are negotiating with terminal operators over a new contract. The dockworkers' contract expired last January.

The union has not threatened a strike but has hinted it may increase the frequency of slowdowns that began in October at some of the piers and bulk terminals where newsprint and other paper products are loaded. ☐

Kimberly-Clark *cuts* newsprint price 6 percent

It was "man bites dog" time for newspaper publishers Oct. 19 when Kimberly-Clark Corp. announced it was reducing the price of its newsprint by 6 percent

Newsprint price increases have been so incessant they almost are non-news items. A price reduction though, that's news. Kimberly-Clark said it would *decrease* the price Nov. 1—from $496 a metric ton ($440 a short ton) to $468 a metric ton ($425 a short ton).

Longtimers in the newspaper industry said it was the first such announcement in memory.

Kimberly-Clark said high publishers' inventories, excess production capacity and reduced consumption had led to widespread price discounting by some of its competitors.

The practice of negotiating sales prices that are less than the announced list price is common among industrial commodities, observed ANPA economics consultant Jon G. Udell. But formally reducing the list price across-the-board tends to be resisted, he said.

"There is a great resistance in any industry, newsprint or otherwise, where you have a rather homogeneous commodity, such as paper, to reduce a list price," said Udell, Irwin Maier professor of business at the University of Wisconsin Graduate School of Business.

One reason for the resistance, he said, is the fear of "demoralizing the market" and initiating a price war. He cited the pricing of gasoline as an example of major producers trying to keep prices at a preexisting level even though demand has fallen. "Eventually someone cuts the price, and others tend to follow suit," he said. "It's yet to be seen whether that will happen in the case of newsprint."

In light of economic conditions in the United States and Canada and the current oversupply of newsprint, Udell said he does not believe other newsprint producers that have announced upcoming price *increases* can make them stick [presstime, Oct. 1982, p. 54].

The latest producer to announce a price increase—and it happened several weeks before Kimberly-Clark revealed its plans—is Consolidated-Bathurst Ltd., which advised U.S. customers of a $20-a-metric-ton increase to $520, effective Jan. 1.

Meantime, Great Lakes Forest Products Ltd. informed U.S. customers that it will maintain the $500 price until further notice, but that a price increase is "imminent." ☐

Government asked for kenaf data research

The chairman of the ANPA Newsprint Committee has asked the secretary of agriculture to release information from a government study of kenaf and to resume government research into the feasibility of using the fibrous plant as a wood pulp alternative.

The USDA's Northern Regional Research Center in Peoria, Ill., ended a five year, kenaf-research program in August 1979, but ANPA's Donald N. Soldwedel said in his letter to Secretary John R. Block that all the information from the study into harvesting, handling and storing the crop has not been released.

Soldwedel, publisher of The Yuma (Ariz.) Daily Sun, also asked the department to attempt to develop different varieties of kenaf seed "to increase pulp content and yield, to increase resistance to disease and pests, to improve maturity times (and) to increase resistance to cold."

He also said, "We need your agricultural engineers, particularly those who did the early work, to get back into the act assisting in the harvesting equipment area."

Another area in which Soldwedel asked for the USDA's help is in developing a defoliant that will stop kenaf's growth prior to harvest.

Soldwedel has been spearheading ANPA's efforts to develop the crop as a substitute for wood pulp in newsprint [presstime, Oct. 1982, p. 54].

Block had not responded to Soldwedel's letter by late October.

Equipment maker runs kenaf pulp test

Another experiment in the pulping of kenaf has been concluded, yielding additional information on how to turn the fibrous plant into newsprint.

The test was conducted the week of Sept. 27 by pulping equipment manufacturer C-E Bauer at its Springfield, Ohio, laboratory in cooperation with one of its manufacturing licensees, Voest Alpine of Austria.

According to a C-E Bauer official, the test was designed to follow up on testing the company did in 1980 in conjunction with ANPA and International Paper Sales Co. The pulp produced in that earlier experiment was used by International Paper to make newsprint that was tested on presses of six ANPA-member newspapers [presstime, Feb. 1980, p. 47].

C-E Bauer Director of International Sales Ernesto F. Fuentes said the latest test determined that loose, chopped kenaf could be fed through the pulping system. The kenaf used in the earlier experiment had been formed into cubes.

The recent trial used kenaf grown in Thailand. Voest Alpine was a major equipment supplier for Thailand's new kenaf pulp mill, Phoenix Pulp & Paper Co. Ltd.

The Herty Foundation of Savannah, Ga., will make newsprint from the pulp in its laboratory complex. Some of the paper may be test run at The Yuma (Ariz.) Daily Sun. Sun Publisher Donald N. Soldwedel, chairman of the ANPA Newsprint Committee, attended the C-E Bauer test. ☐

CPU signs agreement at Nova Scotia mill

Canadian Paperworkers Union members at the Point Tupper mill of Nova Scotia Forest Industries have signed a two-year agreement, similar to the settlement reached at Abitibi-Price Inc. earlier this year [presstime, Oct. 1982, p. 54].

The CPU is continuing negotiations at two mills:

- At the Thunder Bay, Ontario, mill of Great Lakes Forest Products Ltd., CPU members gave their negotiators a strike mandate. However, the company said the strike deadline passed without action.
- At the Kapuskasing, Ontario, newsprint mill of Spruce Falls Power and Paper Co. Ltd., the CPU membership rejected a "final" contract offer. ☐

Consumption declines by 1.7% in September

Newsprint consumption by all U.S. users was down 1.7 percent in September from the same month last year, according to preliminary figures. For the first nine months of 1982, total consumption was down .8 percent.

Consumption by U.S. daily newspapers declined 3.6 percent in the month and 2.6 percent for the nine-month period.

Stocks of ANPA-member newspapers in the statistical sample dropped to an average of 49 days' supply at the end of September, compared with 55 days' supply at the end of August and 61 days' supply at the end of July. North American mill stocks at the end of September were about 89 percent above those of September 1981.

The Canadian mills' operating rate in September was 69 percent of capacity, while in the United States it was 82.4 percent. For nine months, the rates were 83 percent in Canada and 87.6 percent in the United States.

Estimated consumption of all U.S. daily newspapers[1]

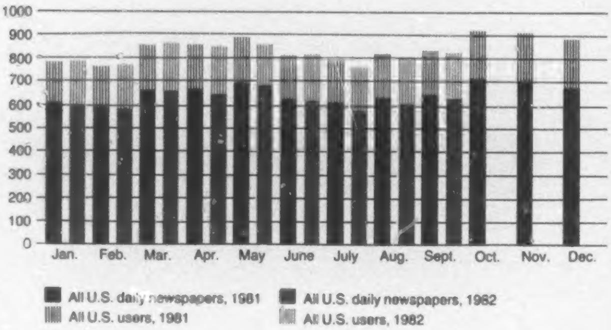
Region	August 1982	August 1981	% Change
Northeast	146,170	151,727	-3.7
North Central	138,712	148,481	-6.6
South	196,065	200,341	-2.1
West	137,193	143,969	-4.7
Circulation size			
up to 25,000	62,287	59,708	+4.3
25,001-100,000	110,772	116,866	-5.2
Over 100,000	445,089	467,922	-4.9
August totals	618,148(r)	644,516	-4.1(r)
Eight-month totals	5,015,090(r)	5,142,894	-2.5(r)

Region	September 1982	September 1981	% Change
Northeast	152,196	158,839	-4.2
North Central	141,380	146,094	-3.2
South	199,912	204,523	-2.3
West	139,109	146,963	-5.3
Circulation size			
up to 25,000	62,864	63,637	-1.2
25,001-100,000	113,091	118,933	-4.9
Over 100,000	456,644	473,848	-3.6
September totals	632,599(p)	656,418	-3.6(p)
Nine-month totals	5,647,689(p)	5,799,312	-2.6(p)

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply in transit)
July 1982	992,364	54	7
July 1981	951,875	49	7
August 1982	952,067	49	6
August 1981	928,055	47	6
September 1982	902,590	43	6
September 1981	943,630	43	7
Canadian mills			
September 1982	404,933	--	--
September 1981	234,702	--	--
U.S. mills			
September 1982	109,991	--	--
September 1981	38,032	--	--

Estimated newsprint consumption, 1981-82
(Thousands of metric tons)



Estimated consumption of all U.S. users

	1982	1981	% Change
July totals	767,000(r)	791,000	-3.0(r)
August totals	807,000(r)	827,000	-2.4(r)
September totals	825,000(p)	839,000	-1.7(p)
Nine-month totals	7,380,000(p)	7,436,000	-0.8(p)

Production

	Canada	U.S.A.	North America
September 1982	557,349	362,777	920,126
September 1981	707,512	400,171	1,107,683
Increase or decrease	-150,163 -21.2%	-37,394 -9.3%	-187,557 -16.9%
Nine months 1982	6,163,156	3,474,994	9,638,150
Nine months 1981	6,619,116	3,561,794	10,180,910
Increase or decrease	-455,960 -6.9%	-86,800 -2.4%	-542,760 -5.3%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
September 1982	415,838	62,540	122,381	600,757
September 1981	469,534	84,437	154,424	708,395
Nine months 1982	4,112,408	700,921	1,138,780	5,952,109
Nine months 1981	4,446,161	778,924	1,324,175	6,549,260
Increase or decrease	-333,753 -7.5%	-78,003 -10%	-185,395 -14%	-597,151 -9.1%
From U.S. mills				
September 1982	345,655	—	17,284	362,939
September 1981	374,239	—	35,647	409,886
Nine months 1982	3,186,486	----	216,160	3,402,646
Nine months 1981	3,330,715	----	213,639	3,544,354
Increase or decrease	-144,229 -4.3%	---- ----	+2,521 +1.2%	-141,708 -4.0%
From North American mills				
September 1982	761,491	62,540	139,665	963,696
September 1981	843,773	84,437	190,071	1,118,281
Nine months 1982	7,298,894	700,921	1,354,940	9,354,755
Nine months 1981	7,776,876	778,924	1,537,814	10,093,614
Increase or decrease	-477,982 -6.1%	-78,003 -10%	-182,874 -11.9%	-738,859 -7.3%

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised
(p) = preliminary

Satellite program key to UPI turnaround plan

By C. David Rambo
presstime staff writer

As far as Douglas F. Ruhe is concerned, "The way a smaller company beats a larger company is by moving faster and being smarter."

That's how United Press International will come "roaring back" into areas that the Associated Press might consider "safe and secure and sound," UPI's managing director and chief executive officer said during the wire service's EDICON meeting.

He and other UPI officials told the gathering Sept. 29-Oct. 2 in Denver that the service, which has lost money every year since the 1960s, should break even soon. "Three years out is a conservative, ballpark estimate," Ruhe said.

Representatives from about 150 newspapers attending the annual conference seemed, by and large, guardedly optimistic about the details set forth by Ruhe and other principals in UPI's parent company, Media News Corp. [presstime, July 1982, p. 61].

Discussion on the future of UPI took only about an hour and a half of the four-day program. The formal presentations by Media News owners Ruhe, Len R. Small, William E. Geissler and Cordell Overgaard, and by new UPI President William J. Small, attracted only three questions from the audience. But there were one-on-one discussions outside the meeting rooms.

There also was a private meeting between the owners and UPI's Newspaper Advisory Board, where the newspaper executives serving on the board received an advance briefing of UPI turnaround plans.

Board members and other EDICON attendees said those sessions produced no new information on the purchase price of UPI, or on how the purchase was financed. One board member who did not want to be identified said the new owners seemed surprised there was such "keen interest" in Media News's corporate finances. "They seemed to feel that the users should not be interested in where the money's coming from."

In contrast to their tight-lipped approach to internal financial matters, the wire service's new leaders were effervescent in describing their plans for beefing up what has been the Avis of wire services.

Linchpin of UPI's economic recovery plan is expansion of the satellite transmission program.

Officials said that upon completion of the $11.1-million satellite program UPI expenditures for leased AT&T long-distance telephone lines could be halved. Those charges, currently about $14 million annually, are "bleeding the company to death," Ruhe said.

He explained that UPI in the next year will install 1,400 UPI-owned earth stations in addition to the approximately 600 subscriber-owned dishes already in place. UPI needs to reach 5,400 client locations in approximately 2,000 telephone rate exchanges across the country. One dish will be able to serve all users in each exchange through inexpensive, local phone-line loops, Ruhe said. As all clients in each exchange area are receiving by satellite, the expensive, land-lines transmission can be phased out except for backup use.

MR. CHANDLER

EDICON panel includes (left to right) UPI Advisory board member Robert W. Chandler of The Bulletin, Bend, Ore., William J. Small, Len R. Small, Ruhe, Geissler and Overgaard.

Up to now, the UPI executive explained, user-owned UPI dishes were not installed in any pattern and phone lines could not be systematically eliminated.

In addition, UPI will install an "uplink" at its large data processing facility in Dallas. That will allow the wire service to send news directly from Dallas to the satellite for relay to earth receiving stations. Now, data must be sent to an uplink in New Jersey via expensive phone lines.

Because of sporadic installation of dishes and lack of the Dallas uplink, Ruhe said, the satellite program in its present form has been a burden on UPI instead of a savings. "Additional costs were layered on—costs of transponder, uplinking, transmitting data between Dallas and New Jersey. . . . This added cost rather than reducing the cost of the communication system."

Ruhe said the reason the former UPI owners did not take similar action was that they had decided to sell the wire service about the time the satellite program started. E.W. Scripps Co., which held 95 percent ownership of UPI while Hearst Corp. held 5 percent, made the decision to go ahead with the program, Ruhe said, but "not to invest the necessary capital."

UPI officials said all dishes and other equipment involved in the program expansion will be leased from a third party.

Among other UPI plans:

- Opening in the next several months 14 news bureaus and six photo bureaus. New UPI President Small said the bureaus reflect the "first priority" for the "strengthening of state and regional service."

"Weak" service in those areas has been the biggest single reason for termination of UPI contracts in recent years, noted Senior Vice President Geissler.

- Strengthening of its sales force that since the purchase June 2 has resulted in new newspaper contracts worth $1.5 million and new broadcast contracts worth more than $800,000.

In another part of the EDICON program, Attorney General William French Smith said proposals by the Reagan administration to amend the Freedom of Information Act are "fully justified" and would not result in a "less open or less free government." ☐

Daily News contracts extended

Employees of the New York Daily News represented by Typographical Union No. 6 ratified an agreement Oct. 24 to extend their labor contract for three years beyond the 1984 expiration date.

Workers represented by the other 10 unions at the newspaper had ratified the agreement earlier.

The pact extending the contracts to March 31, 1987, provides for wage increases of $38 the first year, $35 the second year and $37 in the final year. The increases amount to 6 percent the first year and 5 percent in each of the final two.

There was no change in a cost-of-living formula in the current contracts.

The unions agreed to a reduction of the equivalent of 1,300 full-time jobs, which means the News will save $50 million a year in payroll expenses.

An important part of the agreement is a profit-sharing plan under which 25 percent of yearly pretax profits above 6 percent will go into a profit pool to be shared by the unions' members. Although many newspapers and media companies offer stock-purchase plans to employees, the plan at the News is believed to be a first for a unionized newspaper.

Gregory L. Thornton, vice president and director of industrial relations, said the agreements on both cost savings [presstime, Sept. 1982, p. 49] and contract extensions "ensures our survival and gives us a clear path to build a prosperous Daily News."

In a related development, the New York Post, citing heavy losses, has asked its unions for concessions. The same unions represent workers at both papers. ☐

Sports-only daily launched in California

The Star-News of Pasadena, Calif., has begun publishing a seven-days-a-week, all-sports newspaper called, aptly enough, ALL SPORTS.

The new daily, with a circulation of about 12,000, is distributed through rack sales only at some 1,100 outlets in the greater Los Angeles area. Plans call for expansion of distribution to more than 2,000 outlets in all five Southern California counties by mid-December, according to Executive Sports Editor Roger A. Murray.

The new Knight-Ridder Newspapers Inc. daily began appearing Sept. 29—two weeks after the East Coast debut of Gannett Co. Inc.'s USA TODAY.

Murray said the newspaper is not in competition with Gannett's plans to distribute USA TODAY in the Los Angeles area because ALL SPORTS is specialized, while Gannett's new product is a general-interest newspaper.

At the same time, Murray said Knight-Ridder has not put a limit on expansion plans for ALL SPORTS, and "perhaps in theory" is considering distributing the publication nationally.

ALL SPORTS is composed on the Pasadena newspaper's Information International Inc. Newspaper Pagination System [presstime, July 1982, p. 11]. Murray said production could have been accomplished without pagination, but it would have been more difficult.

Complete Racing Inside—25¢

ALL SPORTS

STAR-NEWS

Not time to smile

Nearly perfect

First edition

Owners strike back

Sonic Sooner boom

USC juggles backfield

Utah dogs poachers

Oxy hits the bigtime

Pennant Races at a Glance

They trail Braves by one

Dodger streak hits minus-7

Angels so close, still so far

Autumn Days 'Cap kicks off Oak Tree

Because news copy is removed from the Star-News and sports copy inserted in its place, ALL SPORTS is the same size each day as the Star-News. ☐

Publisher seeks group of buyers for Eastbay Today

Discussions were continuing in late October for Gannett Co. Inc.'s sale of Eastbay Today in Oakland, Calif., possibly to the paper's publisher, Robert C. Maynard.

The company said it would prefer to sell to local owners. Maynard then moved to form a group to buy the newspapers.

Maynard was not talking to outside reporters. But according to Michael Libbey, an Eastbay Today reporter and chairman of the unit of The Newspaper Guild at the paper, Maynard told his staff that Gannett is expected to sell the newspapers within two months.

According to Libbey, Maynard also told the staff that Gannett had two offers in the last year to buy the paper.

The sale of Eastbay Today is part of a complex transaction in which Gannett will buy KRON-TV in San Francisco [presstime, Oct. 1982, p. 62]. Federal Communications Commission cross-ownership rules prohibit a company from buying a broadcast station in a market where it already publishes a newspaper.

Gannett this month will begin distributing USA TODAY in the San Francisco market. This will not be affected by the cross-ownership rules because a key element of those regulations is location of publication, explained Thomas L. Chapple, vice president, associate general counsel and secretary of Gannett. USA TODAY is based in Rosslyn, Va., near Washington, D.C.

That interpretation of the cross-ownership rules may get further attention as the result of a complaint filed with the FCC by Scripps League Newspapers.

E.W. Scripps, president of Scripps League, said the Gannett/KRON action should be stopped so long as Gannett continues to publish the Independent-Journal in Marin County. Scripps noted that the Independent-Journal is closer to San Francisco than the Oakland paper that Gannett proposes to sell in order to comply with cross-ownership rules.

Scripps League publishes the following newspapers within the KRON signal area—Petaluma Argus-Courier, Novato Advance, Rohnert Park-Cotati Clarion and the Napa Register. ☐

Circulation more than planned, but USA TODAY finds friction

Sales of Gannett Co. Inc.'s USA TODAY were so good in its first month of publication, the company said, that it accelerated its national distribution schedule for the West Coast.

The newspaper will start appearing in the Seattle, Wash., and Portland, Ore., areas Nov. 8 and in the San Francisco and Sacramento, Calif., areas Nov. 15. Distribution there had been planned for 1983.

Gannett Chairman and President Allen H. Neuharth said at an Oct. 15 press conference in Washington, D.C., that average daily paid circulation for the two previous weeks was 221,978. Circulation had been projected at 200,000 for the end of this year, 1.15 million by the end of 1983 and 2.35 million by the end of 1987 [presstime, Oct. 1982, p. 60].

As of that date, USA TODAY was being sold in Washington, Baltimore, Atlanta, Minneapolis-St.Paul and Pittsburgh. Neuharth declined to say where sales were highest.

USA TODAY circulation initially will be audited by the firm of Price Waterhouse. Its first official report is expected this month. However, Gannett officials said USA TODAY will apply for membership with the Audit Bureau of Circulations after meeting the requirement of publishing for three months.

Meanwhile, the aggressive marketing techniques contributing to the national daily's initial success are causing some irritation among "hometown" papers whose markets have been invaded.

Atlanta Newspapers objected when a chain of convenience stores began putting the Atlanta Journal and Constitution in the bottom tray of USA TODAY-supplied racks that feature USA TODAY on top.

But in late October, Tom A. Giuffrida, circulation director for the Atlanta papers, said an arrangement had been worked out with the Majik Market chain whereby the Atlanta dailies remain in their own racks.

Some stores in the St. Paul, Minn., area also replaced the local papers' old racks with the USA TODAY models, says Jack M. Delo, circulation director at the St. Paul Pioneer Press and Dispatch. His newspapers are seeking to get theirs back in place, alongside the USA TODAY racks. "All we are asking for at this point is equal treatment," he said.

Delo credited an incentive program for a large measure of USA TODAY's success in getting its store racks installed.

The USA TODAY "mystery shopper" program rewards stores and clerks for promoting the paper. If the USA TODAY "mystery shopper" enters a store that has the USA TODAY rack in a prominent position and is using all of the paper's promotional materials, it receives $25. If a clerk suggests that the "mystery shopper" buy USA TODAY, the clerk gets $25.

A USA TODAY spokesman said the program has been used in all five initial markets and will continue to be used as markets are added. ☐

NATIONAL WEEKLY EDITION
The Washington Post
POLITICS AND THE ECONOMY

The Washington Post in October published a prototype of a proposed national weekly. The 48-page, tabloid-size paper featured Post reports on government and politics.

Changes in command

The **Institute of Newspaper Controllers and Finance Officers** at its annual meeting Oct. 17-20 in Dearborn, Mich., elected the following new officers:

- President—Jay A. Carlson, Newspaper Agency Corp., Salt Lake City
- First Vice President—George D. Hutchinson, Pacific Press Ltd., Vancouver, British Columbia
- Second Vice President—Edward R. DeVoge, Observer Publishing Co., Washington, Pa.
- Secretary—James D. Wagner, Landmark Communications Inc., Norfolk, Va.
- Treasurer—H. Graham Woodlief, Richmond (Va.) Newspapers Inc.

The **Canadian Daily Newspaper Publishers Association** at its annual meeting Sept. 22-23 in Vancouver, British Columbia, elected the following officers:

- President—J. Patrick O'Callaghan, The Calgary (Alberta) Herald
- President-Elect—Jean-Robert Belanger, Le Droit, Ottawa
- Vice President and Treasurer—Tom Crowther, The Daily Gleaner, Fredericton, New Brunswick

The **Inter American Press Association** at its annual general assembly Sept. 27-Oct. 1 in Chicago elected the following new officers:

- President—Andrés Garcia Lavin, Novedades De Yucatan, Merida, Mexico
- First Vice President—Horacio Aguirre, Diarios Las Americas, Miami
- Second Vice President—Maximo Gainza, La Prensa, Buenos Aires, Argentina
- Executive Committee Chairman—Ignacio E. Lozano Jr., La Opinion, Los Angeles

The **National Newspaper Association** at its annual convention and trade show Sept. 22-25 in Phoenix, Ariz., elected the following new officers:

- President—John F. McMaster, The Public Spirit, Ayer, Mass.
- Vice President—James H. Roberts, The Fairbury (Ill.) Blade
- Treasurer—James L. Pate, The Madill (Okla.) Record

The **Society of Newspaper Design** at its annual workshop Sept. 23-26 in New York City elected the following new officers:

- President—Richard A. Curtis, USA Today
- First Vice President—Robert Austin, The Spectator, Hamilton, Ontario
- Second Vice President—Marty A. Petty, Kansas City (Mo.) Star

Smaller dailies begin operations with little fanfare

The multi-sectioned West County Times is one of five new dailies launched this year.

Without the fanfare that accompanied the birth of USA TODAY and The Washington Times, three other general-interest newspapers have begun daily publication this year.

The most recent newcomer is the West County Times in Pinole, Calif., which published its first daily edition on the morning of Oct. 1, after starting in 1972 as a weekly and converting to tri-weekly about a year and a half ago.

Dean S. Lesher, publisher and chairman of the board of the parent company, Lesher Communications Inc., said the newspaper has received support from local retail advertisers and national advertisers. "We will probably have enough revenue to sustain additional costs. We're delighted," he said.

Some of that extra cost comes from the addition of staff members in the editorial, advertising and circulation departments. The newspaper is covering 10 communities, Lesher said, and the emphasis is on local news.

The newspaper is being printed at a central plant in Walnut Creek, which has modern inserting and bundling equipment.

With the addition of the five-days-a-week West County Times and its increase in circulation from 46,000 to 53,000, Lesher said LCI and its subsidiary, California Delta Newspapers, have total circulation of 210,000 from five dailies.

Further west, last March 1 the tri-weekly West Hawaii Today started publishing a Monday-through-Friday morning paper in Kailua-Kona on the island of Hawaii.

General Manager Paul W. Nishimuta said that despite a 40-percent decline in tourism over the past two years—tourism is the area's main revenue source—the newspaper is "doing very well." He said circulation has risen by 1,000 to 7,200 since the paper went daily.

He said in October that advertising linage is running about the same as it was last year but that when the economy improves and tourism rebounds, linage will grow.

The newspaper, a member of the Donrey Media Group, purchased its own eight-unit Goss Community press when it went daily. Before that, it was printed at Donrey's Hawaii Tribune-Herald in Hilo.

Nishimuta said the conversion necessitated the hiring of additional pressmen. Staffing of other departments was not altered.

The day after the West Hawaii Today became a daily, the twice-weekly Milledgeville (Ga.) Union-Recorder started publishing Tuesday through Saturday mornings. Publisher Roger W. Coover reported in October that revenue and circulation are increasing.

Coover said the newspaper sets a minimum of 12 news pages regardless of the number of ads. He noted that advertising on Tuesdays has been weak but that "advertisers are coming along."

The newspaper, owned by Knight-Ridder Newspapers Inc., has a circulation of 6,200.

The Washington Times began publication May 17 [presstime, Sept. 1982, p. 44], and Gannett Co. Inc.'s USA TODAY opened in its first market Sept. 15 (see story, preceding page). ☐

Herald-Tribune opens Asian printing site

The International Herald-Tribune, which calls itself "the only global daily newspaper," began printing its Asian edition at a second site Oct. 4. Its new Singapore facsimile plant joins a network of printing sites in Hong Kong, London, Zurich and Paris.

Advertising in the Asian editions varies from that in the European edition, but the editorial content is generally the same, the Neuilly, France-based company said.

News is provided from the Herald-Tribune's parent newspapers, The Washington Post and The New York Times, and from its own correspondents, the Associated Press, United Press International, Reuters and the Los Angeles Times. ☐

Recent acquisitions

Park Newspapers Inc., Ithaca, N.Y., acquired the Devils Lake (N.D.) Daily Journal, circulation 5,500.

Capital Cities Communications Inc., New York City, acquired The Daily Register, Shrewsbury, N.J., circulation 30,309.

The Cedar Rapids (Iowa) Gazette acquired the Cherokee (Iowa) Daily Times, circulation 4,008.

The San Gabriel Valley (Calif.) Tribune acquired The Daily News, Whittier, Calif., circulation 17,282. ☐

Helping smaller papers

Papers take innovative steps to increase revenues, cut costs

By Harry W. Edwards

On a recent visit to newspapers in Minnesota and Iowa, I found that it is a rare publisher who is bullish about the economy.

Most newspapers seem to be about 10 percent down in advertising volume but in many cases still show a slight gain in ad revenue as a result of rate increases.

Despite the recession, some newspapers are doing quite well.

John Wilcox, publisher of the Owatonna (Minn.) People's Press, says "last year was my best year ever, and this year does not look too bad." And Bruce Fenske, publisher of the New Ulm (Minn.) Journal, reports "business is excellent."

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The number of dailies and non-dailies that have started their own shopper publications continues to grow. A survey by the Iowa Daily Press Association reveals that 30 of Iowa's smaller dailies now have their own shopper—and some have more than one—to provide the total market coverage their advertisers want.

There are also several good examples of the effectiveness of teamwork among competing newspapers in marketing classified advertising. A group of weeklies—retaining their own individual rate structures—are able to combine their classified advertising into a single publication, which is then distributed by all of them in their respective circulation areas.

The Denison (Iowa) Bulletin, for example, publishes a weekly tabloid called the West Central Iowa Rocket that carries the classified advertising for 13 neighboring weekly newspapers to more than 132,000 readers. Publisher Dick Knowles gives credit for this idea to Bill Branen, publisher of the Burlington (Wis.) Standard Press. Knowles considers this to be not only a great success as an advertising medium but also the instrument for bringing together all of these publishers into a friendlier cooperative group, whereas they were formerly inclined to be sort of unfriendly rivals, jealously fighting for their own circulation areas.

• • •

Dailies and weeklies in Iowa are working toward a common organization. Verle Burgason, co-publisher of the Ames Daily Tribune and president of the Iowa Daily Press Association, said his group has voted to merge with the Iowa Press Association, representing primarily weeklies. The IPA is expected to approve the merger this month. Many states' newspapers, of course, already have merged into one organization representing all.

• • •

Mail circulation is still a primary means of delivery among many dailies in the Midwest, because motor routes often represent an expensive way to cover rural areas. In connection with this, I shared with several publishers an idea that I had picked up in Arizona. That is to use returns (from newsracks) for mail subscribers, particularly those outside the trade zone. This can save a lot of newsprint.

The Cherokee (Iowa) Daily Times converted to all-mail delivery but is finding that steady increases in postal costs may soon mandate a return to carriers, supplemented by some motor routes. However, many publishers strongly advocate the use of mail for delivery of a TMC publication to nonsubscribers. It apparently is more attractive to many advertisers because they believe it increases certainty of delivery.

• • •

A number of community newspapers are becoming involved with telecommunications.

Several publishers are using a cable news channel with or without classified advertising with some success, but they are not finding it a source of significant revenue. The limiting factor seems to be the inability of cable to reach rural areas and the large number of channels available in many markets, which tends to dilute the penetration of any advertising message.

Many newspapers in smaller communities are taking a closer look or actually going ahead with an investment in low-power TV. An LPTV station will provide a channel that covers about a 15-mile radius. This won't help in towns with cable hook-ups. However, it may be quite feasible for an LPTV channel to be offered over an existing cable system. ☐

Edwards, director of membership development for ANPA, spends about half of each year on the road visiting newspapers and meeting with their top executives. His column focuses on some of the activities and concerns of the smaller newspapers within the Association.

Merger and p.m.-to-a.m. trends continue

The ninth merger this year of morning and afternoon dailies occurred Oct. 1 when The Spartanburg (S.C.) Journal (evening, circulation 7,292) was combined with The Spartanburg Herald (morning, 42,247).

The morning-only newspaper is now called the Spartanburg Herald-Journal.

In other changes of publication schedules [presstime, Oct. 1982, p. 62]:

- The evening Niagara Gazette of Niagara Falls, N.Y., announced plans to switch completely to morning publication Nov. 1. Niagara Falls is about 15 miles from Buffalo, where the morning Courier-Express ceased publication Sept. 19. The 28,629-circulation Gazette is in the Gannett Co. Inc. group.
- The all-day Herald and Review of Decatur, Ill., ceased publication of its p.m. edition June 7. The newspaper is in the Lee Enterprises Inc. group. ☐

Date set for Canada trial

On April 5 Canada's two largest newspaper groups will go on trial on charges they violated the Combines Investigation Act [presstime, June 1982, p. 44].

Southam Inc. and Thomson Newspapers Ltd. face criminal charges arising from a series of 1980 ownership changes. They are charged with illegally conspiring to lessen competition unduly and with unlawfully merging and monopolizing the production and sale of major newspapers. ☐

ANPA news

L.D. "Bud" Pollock (left), retired president of Taft Equipment Sales Co. of Chicago, presents ANPA Vice President/Technical William D. Rinehart the keys to a new 15-passenger van. It will be used to transport seminar attendees and other visitors to ANPA facilities. The gift from TESCO and Tokyo Kikai Seisakusho Ltd. was in recognition of "extensive efforts of ANPA/RI in advancing press technology—especially in the retraining of press operators throughout the U.S." TESCO distributes TKS presses.

New members

USA TODAY

Rosslyn, Va. (circulation 221,978). Philip T. Gialanella, president.

China Times

Washington, D.C. (circulation 1,300). Chi-chung Yu, publisher.

Herald-Citizen

Cookeville, Tenn. (circulation 9,733). Joe Albrecht, publisher.

the APALACHICOLA TIMES

Apalachicola, Fla. (circulation 2,589). David G. B. Lindsay, vice president.

ANPASURE signs first, wins PNPA endorsement

The Pottsville (Pa.) Republican recently became the first newspaper to join ANPA's new ANPASURE™ comprehensive general-insurance program. And the program has been endorsed by the Pennsylvania Newspaper Publishers Association.

Available to ANPA-member newspapers, ANPASURE was developed by risk managers from member newspapers and by the Chubb Group of Insurance Companies [presstime, Aug. 1982, p. 45].

In many cases, it can reduce property and casualty insurance premiums by 17 to 38 percent per year.

Rick White, PNPA

Pottsville Publisher Uzal H. Martz Jr. (left) turns over completed application to ANPA Chairman and President William C. Marcil.

Presstime Statement of Ownership

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of August 12, 1970): Section 3685, Title 39, United States Code).

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Publisher: Jerry W. Friedheim, ANPA, 11600 Sunrise Valley Dr., Reston, Va. 22091

Editor: James E. Donahue, ANPA, 11600 Sunrise Valley Dr., Reston, Va. 22091

Managing Editor: Maurice Fliess, ANPA, 11600 Sunrise Valley Dr., Reston, Va. 22091

7. Owner: American Newspaper Publishers Association Inc., 11600 Sunrise Valley Dr., Reston, Va. 22091
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	Average No. Copies Each Issue During Preceding 12 Months	Actual No. Copies of Single Issue Published Nearest to Filing Date
A. Total No. Copies (Net Press Run)	9,300	9,200
B. Paid Circulation		
1. Sales through dealers and carriers, street vendors and counter sales	0	0
2. Mail subscription	7,002	6,946
C. Total paid circulation	7,002	6,946
D. Free distribution by mail, carrier or other means. Samples, complimentary and other free copies	1,329	1,334
E. Total distribution	8,331	8,280
F. Copies not distributed		
1. Office use, left over, unaccounted, spoiled after printing	969	920
2. Return from news agents	0	0
G. Total	9,300	9,200

I certify that the statements made by me above are correct and complete.
James E. Donahue, Editor

Presstime holders available

Vinyl-covered, hard-backed publication holders for presstime magazine are available from ANPA for $10 each.

To order, send a check to ANPA, care of "presstime holders," Box 17407, Dulles International Airport, Washington, D.C. 20041.

letters

Another literacy program

Your September 1982 essay called "How to Help Stamp Out Illiteracy? Read On!" (September, p. 23) reminded us of a program that should be of interest to your readers.

In the last two years the Gannett Foundation has awarded two $10,000 grants to help fund Literacy Volunteers of New York State (LVNYS), a program that uses newspapers as an instructional tool for adult illiterates.

An additional $9,500 has been contributed to LVNYS by the New York State Publishers Foundation, chaired by Louis A. Weil III, Gannett Co. Inc. vice president/development.

The program, which began in October 1981, enables volunteer tutors, using newspapers as an instructional tool, to teach adult illiterates how to read in one-on-one tutoring sessions. Since its inception, LVNYS has involved more than 500 tutors in over 20 New York State communities.

Margaret M. Williams, who was LVNYS acting executive director last spring, said: "Five hundred and seven Literacy Volunteer tutors have received the training in using the newspaper to teach reading skills to their adult students. This has affected more than 600 adults who are obtaining and refining reading skills through the use of newspapers and who now realize the usefulness, relevancy and necessity of reading daily newspapers. As tutors encourage students to subscribe to newspapers, students in turn are providing their family members with a positive view of the reading value of newspapers. The bottom line seems to be: 500 tutors affect 600 adult students who influence as many as 1,500 family members in newspaper reading."

Calvin Mayne, Gannett Foundation vice president/grants administration attended a LVNYS workshop in Rochester and reported: "About 35 men and women ranging in age from 20s to late 60s attended. . . . Students range from Korean and Vietnamese families learning English as a second language, to a middle-aged truck driver (who 'fakes it' by memorizing delivery locations from a map as identified by his wife), to a 23-year-old Rochester black high school graduate who nonetheless can't read above bare minimum level, to dyslexic children. . . .

"The most heartening thing to me about the session was hearing the tutors identify the essential value of newspapers in helping people live normal, happy, healthy lives. Newspapers were described as 'bridges to reality'—invaluable sources of information on consumer and food news, community resources, health information, news about government, sports news, entertainment news, etc.

"Newspapers were deemed ideal teaching instruments for illiterates because of their relatively unsophisticated, often idiomatic language; because of their photographs, comics and maps, and because they are 'perceived as adult in content.'

"They provide 'instant information' that adults can use immediately and are considered as far superior to television because they provide a convenient retainable bundle of information as contrasted with fleeting (and, for illiterates, usually unintelligible) information on a TV screen."

Toni J. Morris
Staff writer
Gannett Foundation
Rochester, N.Y.

Decline in reading deplored

I was keenly interested in (the **chairman's corner**) in the September issue of presstime.

As a former teacher of journalism at Iowa, Drake and Northwestern, and as the founder of Quill & Scroll Society, I thoroughly agree with your views.

I believe that the intellectual level of the United States will decline if the reading level of the public declines. Words are the tools of thought, and a new generation brought up in front of TV sets will certainly not have the intellectual ability the nation needs to maintain its place in the world unless something is done to interest more people to spend more time reading.

George Gallup
Chairman of the board
The Gallup Organization Inc.
Princeton, N.J.

Women in newspapers

A pat on the back for publishing the article "Women See Mostly MANagement" by Paula LaRocque (August). The article touched on many myths that appear to be creeping into the thinking of Americans, e.g., women are making great strides in the newsroom. The thorough research by LaRocque reinforces the need for a strengthening not weakening of the EEOC and other affirmative action programs.

So, my thanks to you and to LaRocque for clarifying our vision on women's upward mobility. And rest assured, we in Women in Communications Inc. understand the turbulence women may cause in the male-dominated ranks. But we're willing to try to understand and to work within the system, given the chance.

Carolyn E. Johnson
President
Women in Communications Inc.
Austin, Texas

A question of hands

If the attractive cover design of the August issue of presstime is meant to portray the image of a publisher in the top silhouette (those surroundings are certainly not those of an editor), I believe Mr. Pacheco has shown the wrong instrument of communication. Clasped hands over a typewriter are certainly not as typical of a publisher as a telephone receiver held to the ear.

Don Ogier
Editor
The Public Spirit
Ayer, Mass.

Editor's note: Artist Alberto Pacheco explains that it's really one hand writing and the other clenching.

speeches

Vincent T. Wasilewski

Thomas E. Wheeler

Claude R. Smith

William French Smith

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

- **Speak Out for a Free Press and a Free Society.** ANPA Chairman and President William C. Marcil, president and publisher, The Forum, Fargo, N.D. Pennsylvania Newspaper Publishers Association annual convention, Valley Forge, Sept. 30.
- **More News Is Good News.** Allen H. Neuharth, chairman and president, Gannett Co. Inc., Rochester, N.Y. National Press Club, Washington, D.C., Sept. 23.
- **A Summing Up.** Vincent T. Wasilewski, outgoing president, National Association of Broadcasters. International Radio and Television Society, New York City, Sept. 22.
- **Changes in Cable Television.** Thomas E. Wheeler, president, National Cable Television Association. National Academy of Television Arts and Sciences, New York City, Sept. 23.
- **Communications and the Future.** John F. Budd Jr., vice president, external relations, Emhart Corp. World Future Society, Washington, D.C., July 22. (Or see Sept. 15 *Vital Speeches of The Day*, Box 606, Southold, N.Y. 11971.)

• • •

From United Press International's annual EDICON meeting, Denver, Sept. 30-Oct. 2:

- **Are Newspapers Becoming a Thing of the Past?** Ruth Clark, senior-vice president, Yankelovich, Skelly & White Inc., New York City.
- **The Interaction of the World of Cable TV, Newspaper Publishing and Videotex.** Claude R. Smith, president, HOMSERV Inc., Greenwich, Conn.
- **The Exclusionary Rule.** William French Smith, U.S. attorney general.

• • •

From the Inter American Press Association annual meeting, Chicago, Sept. 27-Oct. 1:

- **Coping with Costs: The Long Term.** ANPA Director Donald N. Soldwedel, president and publisher, The Yuma (Ariz.) Daily Sun.
- **Address by IAPA President Andrés Garcia Lavin,** editor, Novedades De Yucatan, Merida, Mexico.
- **Development and Democracy: Their Role in the Revitalization of the Inter-American System.** Alejandro Orfila, secretary general, Organization of American States, Washington, D.C.

ANPA calendar

November

ANPA Newspaper Advertising Bureau Cable TV Workshop
[illegible]

ANPA Newsprint Committee meeting
[illegible]

ANPA Low-Power Television Workshop
[illegible]

ANPA Newsprint Committee CPPA Newsprint Section meeting
[illegible]

ANPA New Jersey Press Association Supervisory Development Workshop
[illegible]

ANPA Pennsylvania Newspaper Publishers Association Supervisory Development Workshop
[illegible]

ANPA Special Task Force on Content Regulation of Electronic Media meeting
[illegible]

ANPA Foundation Executive Committee meeting
[illegible]

ANPA Pacific Northwest Newspaper Association Industrial Relations Bureau Labor Relations Seminar
[illegible]

ANPA Management Development Workshop
[illegible]

ANPA RI Camera Techniques Seminar
[illegible]

ANPA RI Basic Offset Press and Plate Seminar
[illegible]

ANPA Executive Committee meeting
[illegible]

ANPA RI Direct Screen Color Separation Seminar
[illegible]

ANPA Convention Arrangements Committee meeting
[illegible]

December

ANPA Board of Directors meeting
[illegible]

ANPA International Circulation Managers Association Newspaper Personnel Relations Association Circulation Managers Workshop
[illegible]

ANPA Operations Management Conference and Exposition meeting
[illegible]

ANPA Foundation Board of Trustees meeting
[illegible]

ANPA Press Bar Relations Committee meeting
[illegible]

ANPA American Bar Association Task Force meeting
[illegible]

ANPA Research and Production Committee meeting
[illegible]

January

ANPA Labor and Personnel Relations Conference
[illegible]

ANPA Operations Management Conference and Exposition meeting
[illegible]

ANPA Research and Development Technical Services and Training and Environmental committees meetings
[illegible]

ANPA Research and Production Committee meeting
[illegible]

ANPA Board of Directors meeting
[illegible]

Jeanne Long
Congressional Inform. Serv.
4520 East-West Hwy, Suite 800
Washington, DC
20014

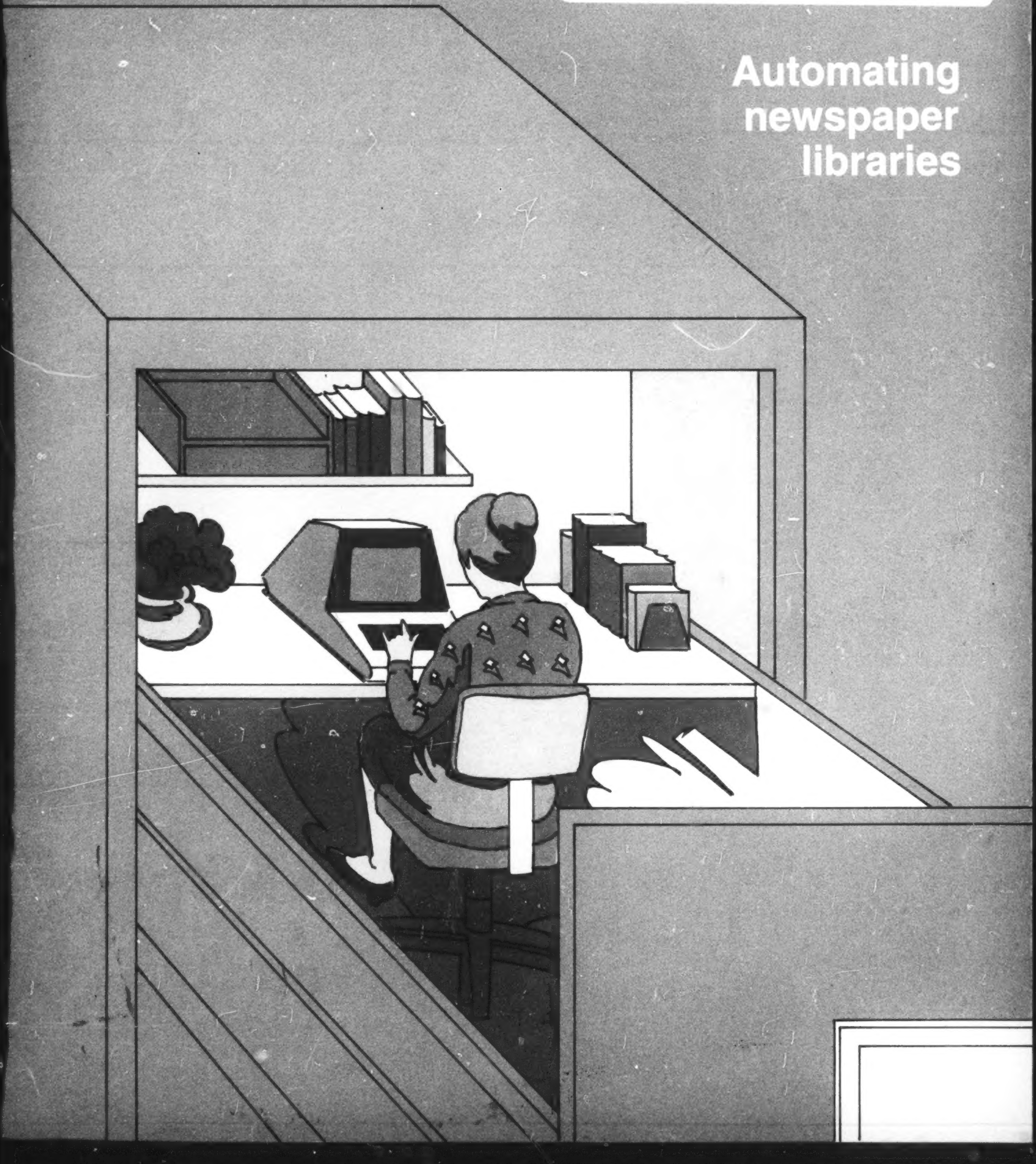
presstime

The Journal of the American Newspaper Publishers Association

December 1982

1 A2350-2 12/14/82

Automating newspaper libraries



chairman's corner

Big-picture approach needed in battles over postal rates

Well, this postal-rate business is just about as complex as it is important. A lot of businesses rely on various mail services, but nobody relies on them more heavily than newspaper companies. Some mailers are general users of all classes of mail; other businesses are specifically designed to utilize—and, they hope, to exploit—just one, specialized facet of mail service.

William C. Marcil

We use it all, of course; first-class for our bills and correspondence; second-class for traditional distribution of some of our newspapers; third-class for some of our special advertising-distribution programs; even parcel post sometimes for receipt and delivery of some of our bulk materials. And we use various alternatives to postal delivery to help us offset ever-increasing postal costs.

We have learned to become total-market companies for distribution of news and advertising in our communities. We are pretty good at it. So we are concerned about the "total market" of postal service and rates. Sometimes we have to be careful to keep that totality in mind when other, less generalist, mailers try to push bits and pieces of the postal rate structure in various directions.

Sure, every such push affects the portion of our own businesses which uses that particular service—and the current push is on third-class. But we must maintain overall perspective.

When I joined the ANPA Postal Committee years ago, solutions were simply sought. We went to Congress, made our best case and usually achieved a fair result. But that's all in the past.

Today Congress is out of the act, and any presentation of our positions must be made within the bureaucracy of the U.S. Postal Service, its Board of Governors and the Postal Rate Commission. Not only do we sometimes disagree with parts of this bureaucracy, but they often disagree with each other.

So it is that we now find ourselves defending against attempts of some third-class-only mailers who want piecemeal rate solutions, while we prepare ourselves for the general, postal-rate proceeding expected next year.

As we all know, it is the advertising content of newspapers that makes it possible for us to provide readers with the news. Distribution of the advertising information and the news is a basic marketing function. It would not be fair for the federal government to set artifically low postal rates for third-class which would destroy the revenue base that makes it possible for us to serve the public as a competitive, mass communication medium.

We have a Joint Task Force of ANPA, the Newspaper Advertising Bureau and the National Newspaper Association at work on all of this. We have an experienced ANPA Postal Committee. Our staff is expert, and your officers and Directors are taking a personal interest, too. We'll share all the developments via presstime. Your views are needed and welcome.

I only urge that as we analyze and attack these postal matters, you bear in mind the "total market" approach and be wary of prognosticators who promise piecemeal solutions.

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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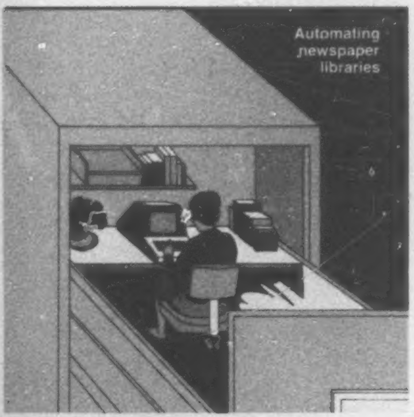

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(Cover art by Robert Lovelace.)

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The library at the push of a button. That's the realized dream of electronic libraries. Many are expensive, some are not. But they all can take a newspaper away from cumbersome, space-eating clipping files. They can be a source of revenue, too.

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Computers give new life to morgues

By Tom Walker
presstime technical writer

What reporter has not gone to a newspaper library to perform research and come back to his or her desk frustrated with the amount of time it takes to locate information and loaded down with enough clippings to wallpaper a small apartment?

All that could be history in a few years if newspaper librarians are correct in their prediction that the business is on the threshold of a major move to electronic libraries.

Electronic library systems run a gamut of prices. For a "Cadillac" model, a newspaper can expect to spend nearly half a million dollars for the software and a large mainframe computer on which to run the program.

A smaller paper, with more modest computer storage needs, can find systems for a tenth of that amount. One new system sells for about $40,000 for the software and hardware.

The systems range in sophistication from those that automatically capture a full edition of a newspaper, add a nearly complete list of indexing codes and store that information for subsequent recall, to those that require manual indexing. One mid-range system offers automatic call-up of information stored on microfilm. They all have two things in common—increased research speed and improved accuracy.

There are only 18 North American newspapers with electronic library systems—most of them metro dailies.

Some of the systems allow a reporter to sit at his or her VDT and find a desired article by keyboarding one index word. One system allows a reporter to view a retrieved story on one-half of the screen while the story being worked on is displayed on the other half. In other cases, the reporter must go to a special terminal elsewhere in the newsroom or in the library itself to do the research. Most display the full text of an article rather than a partial story or abstract.

Most of the systems have entered the marketplace in the last few years, and librarians say more newspapers will purchase them when the economy improves. Publishers, like most business leaders, have been reluctant during the economic slowdown to spend vast amounts of money, particularly on something that is somewhat experimental.

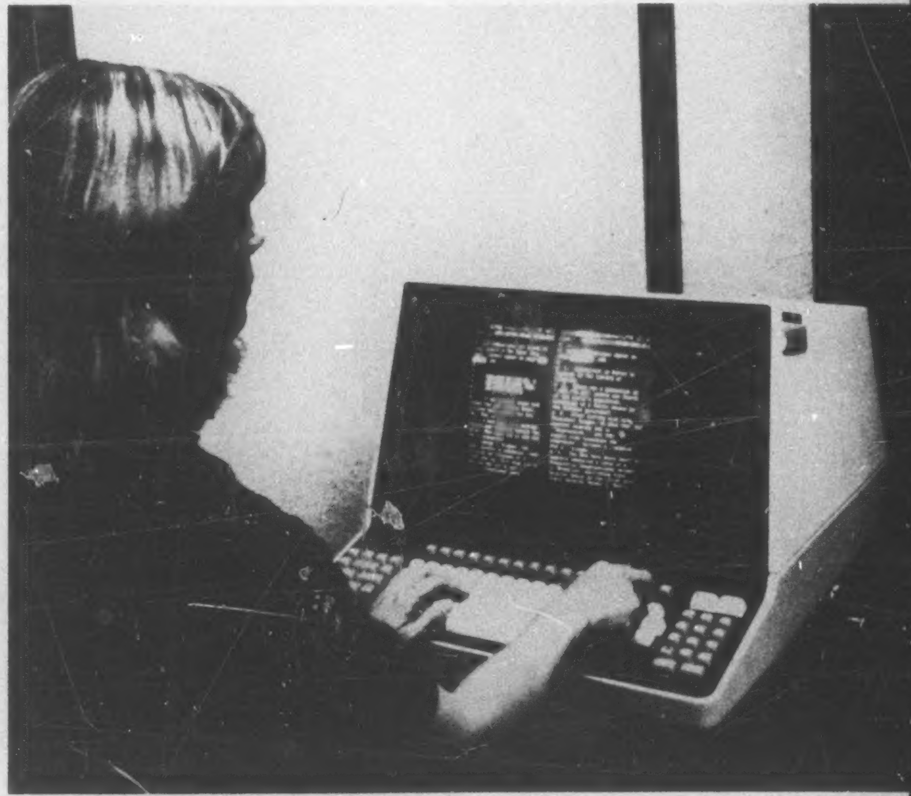
"Everyone is waiting for everyone else to do it," says David A. Rhydwen, assistant to the publisher at The Globe and Mail in Toronto, one of the pioneers in electronic newspaper library systems. He acknowledges that the largest obstacle is cost, but he adds that some publishers may be waiting for the "ultimate" system that will do everything automatically.

According to Michele A. Kapecky, librarian at the Detroit Free Press, "There has been a tradition of benign neglect on the part of management" toward libraries. But she sees a more enlightened approach dawning at many newspapers as the systems prove themselves.

Newspaper librarians stress that electronic systems can improve reporting quality by making research material available to reporters at the push of a button. The information is more complete because a whole file dating back for as long as the system has been operating can be searched for information. In a conventional "morgue," there is virtually no way for a reporter to be sure that a particular clip file is complete.

Minimizing the cost. Improvements in accuracy and timeliness may be priceless for a newspaper, but the publisher still has to find a way to pay for such electronic marvels. Sharing library information—for a price, of course—is one possibility.

Chicago Sun-Times Librarian Ernest R. Perez says every newspaper is in a good position to sell access to its library data base. "The unique thing about newspapers is that they have the only detailed informa-



The New York Times' split-screen terminal (above) is top-of-the-line of newspaper libraries, most of tion about the local area. You probably can't get it anywhere else."

The list of prospective customers is long and varied. Lawyers and businesses may want access, as well as government agencies, school and public libraries, banks and brokers.

Toronto's Globe and Mail has some 1,800 paying customers, and although officials decline to give figures, they say generally that revenue from the system has doubled every year for three consecutive years. Also, the two dailies in Oklahoma City, Okla., are signing up users now on an experimental basis.

Another way to help minimize costs is to use the same host computer for the library and for other functions, such as business and circulation.

An option for newspaper groups is to allow smaller newspapers in the group to hook up to the central computer at a big-city sister paper. Knight-Ridder Newspapers Inc. is doing this on a regional basis [presstime, Aug. 1981, p. 39]. The Philadelphia Inquirer, The Miami Herald and the Detroit Free Press have been designated regional centers.

In addition to providing accurate and fast information retrieval and possibly adding to the company's revenue, the systems offer some other obvious benefits. There are no lost clip files, the files cannot disintegrate over time, less space is eaten up, and in many of the systems several users can peruse the same file simultaneously.

At The Globe and Mail, Managing Editor Cameron Smith says the system has resulted in a better newspaper and more productivity among reporters. "It enables you to get research done faster and get on to other things."

Are they the answer? But the systems are not cure-alls for the archival end of newspapering. Users point out that they don't lead to a reduction in personnel, as was the case in the composing room when front-end systems were introduced.

Every system needs some form of manual "enhancement." These enhancements may include additional indexing terms, corrections, synonyms or subject headings, such as adding the word "baseball" to a World Series game story in which the word is not used. Another enhancement involves deletion of material that appeared in a reporter's original story but ended up on the paste-up department's floor.

In addition, because of the costs involved, electronic library systems are not programmed to accommodate old clip files. All those old clips and/or microfilm must be kept and used. The new systems can help, however, in locating information in such files by providing automatic indexes.

Librarians also say that in the beginning stages of going electronic, a newspaper library should maintain a parallel system of clippings to protect against file loss while bugs in the system are being worked out. Debugging usually takes from three to six months.

Of course, for a system to be of major benefit to a newspaper, it must be easy to operate. Charles Liftman, systems editor at The Boston Globe, says, "We know that we can find the proverbial needle in the haystack," but to do that, the reporter must be able to use the system correctly.

When the systems first appeared in the late '60s and early '70s, they were written in computer jargon that scared away people unfamiliar with the language. That is no longer the case. Most systems today are designed to be easy to use even by cybernetic cynics.

While most librarians who have the systems say reporters use them extensively, there is one common thread of complaint: Many people, like those who resisted change to front-end systems from typewriters, still like to see clips. Part of that problem is overcome with the use of a printer that provides a paper copy of the selected story.

Effects on the newsroom. There is no question that the systems' strong suit is that they provide accurate, fast and complete access to library files. Most editorial people agree that speedy electronic systems are a blessing to reporters trying to assemble information in a jiffy.

"If you remember that the prime minister said 'Where's Biafra?' several years ago, to go into the clipping file and try to find that statement is a horrendous job," says

which are conventional "morgues" like that of The Washington Post (above).

Toronto's Smith. "You would have to go into a file on the prime minister and weed through story after story. In Info-Globe (The Globe and Mail's electronic library system), all you have to do is type in 'Trudeau' and 'Where's Biafra?'"

At the Louisville (Ky.) Courier-Journal and Times, newsroom reaction to the Info-Ky system, which is a combination of microfilm storage and minicomputer indexing, has been "very positive," says Courier-Journal Managing Editor David V. Hawpe.

"When reporters approach an interview, they normally do background research. And in almost every case, there is a relatively limited amount of time available for that exercise. The Info-Ky system really makes it possible for us to make the most of that time," he says.

It also improves accuracy. "We now seem to be more faithful about attaching subsequent corrections to the original story," Hawpe says. "When the system flashes up a story that we had to correct in the newspaper, it flashes the correction at the same time."

At The Philadelphia Inquirer, Managing Editor Gene C. Foreman says that although some people still miss clip files, "Any research tool that improves newsgathering results in more accuracy. In the trade-off, we come out ahead because we have more complete and more rapid retrieval."

Another vote of confidence comes from his counterpart at The Daily Oklahoman and Oklahoma City Times, Robert J. Farquhar. "Reporting should improve dramatically," he says, because of the availability of a "whole scope of data bases," or information banks, in addition to the newspapers' own.

Until six or eight years ago the news staffs used the library extensively. But as the nearly 100-year-old newspapers' files increased in size, space ran out. And because reporters no longer could count on finding complete files, they shied away from using the library. "The library was so overrun with boxes and was so crowded it became difficult to use," Farquhar explains. Such problems were what spurred some papers to automate their morgues.

Top-of-the-line systems. The Oklahoma City papers have one of the most modern electronic systems available.

Such large and expensive systems (see chart below) automatically capture the entire newspaper text on magnetic tapes from the computers storing the composed stories.

The tapes then are transferred to the library mainframe computer for automatic indexing and manual enhancements.

After enhancement, the text remains in the library's main computer, stored on a disk. While the disk is in the main computer, reporters can retrieve the information at their individual VDTs. Once a disk is full, usually after one or two years, it is stored on a shelf and must be manually returned to the computer for data retrieval.

One of the biggest expenses of the state-of-the-art system has been the cost of storage disks and disk drives—the machines that place the information on the disks. However, because of improved technology, substantially more information can be stored on a single disk now, giving the user more storage for the money.

Capacity of the disk and the size of the newspaper determine the number of disks needed. For a newspaper the size of The Boston Globe, for example, three $500 disks will store one year's editions.

Comparison of electronic library systems

System	Source	Price	Indexing Methods	Type	Installations
ATEX-Infotex	ATEX Inc., Bedford, Mass. Infotex Associates, Dayton, Ohio	$331,000 minimum for hardware and software	Automatic with manual enhancement	Disk-stored, full-text	Boston Globe, Chicago Sun-Times
BASIS	Batelle Laboratories, Columbus, Ohio	$80,000 for minicomputer and software; hardware costs depend on vendor (DEC VAX 11/780 is $300,000)	Automatic with manual enhancement	Disk-stored, full-text	Oklahoma City Times and Daily Oklahoman
ELS	Oakland Press, Pontiac, Mich.	$7,500 for software; $40,000 minimum for hardware and software system	Manual	Disk-stored, full-text	Oakland Press, Pontiac, Mich., and Lapeer (Mich.) County Press
Info-Ky	Dissly Research Corp., Louisville, Ky.	$75,000 (2 terminals), $150,000 (5 terminals), software included	Manual	Hybrid of disk and microfilm storage	Allentown (Pa.) Morning Call, Edmonton (Alberta) Journal, Louisville (Ky.) Courier-Journal and Times, Owensboro (Ky.) Messenger-Inquirer
QL	QL Systems Inc., Ottawa	$75,000 (purchase) or $2,000/month (lease) for software. Runs on IBM hardware	Automatic with manual enhancement	Disk-stored, full-text	Toronto Globe and Mail, Philadelphia Inquirer, Detroit Free Press, Miami Herald
UNIDAS	Sperry Univac, Blue Bell, Pa.	$660/month (lease) for software. Runs on Univac 1100 in time-sharing capacity	Manual	Disk-stored, full-text	St. Louis Post-Dispatch

Information compiled by Homer E. Martin Jr., librarian at The Record, Hackensack, N.J., for inclusion in Special Library Association's electronic-library-systems guidelines update.

In less elaborate systems, a librarian manually enters indexes on a keyboard after the text is taken from the composing room computer and placed in the library's computer. The index is retained in the computer, and corresponding key words are placed on microfilm files of the text.

A user can indicate words not to be indexed, such as articles and prepositions. They are referred to as "stop words." Pictures and graphics can be stored only in those systems combining microfilm storage and computer-indexing. But indexes to locate the artwork in hard copy files can be filed in full-text systems.

The *highly sophisticated* system at the Oklahoma City newspapers uses software designed by Battelle's Columbus Laboratories and hardware by Digital Equipment Corp. of Merrimack, N.H. The software program, called BASIS, will run on any of DEC's mainframe computers.

The system has been in place for about a year on an experimental basis—it was unveiled to the public at the ANPA Production Management Conference in Dallas last June—and Farquhar couldn't be happier. "We keep waiting for something to go wrong," he says. It hasn't.

Reporters have been using it since May, and in a test in early October, 20 reporters were able to gain access to the library simultaneously from their newsroom VDTs.

Farquhar says when the newspapers began looking into the system, they knew that the cost could not be justified if it were to be used as a research tool alone. They wanted to run other applications on their VAX mainframe computer, including pagination sometime in the future. Also, they decided to offer the data base to local users to offset the costs.

"We did an extensive market survey and identified about 40 users who would subscribe to the service tomorrow. We are starting with 10 and offering them an experimental six-month contract," Farquhar says. The 10 include several public libraries, the police department, Chamber of Commerce and the district attorney's office. Access rates for nonprofit groups will be $15 an hour with a three-hours-per-month minimum charge. For others, the rate is $25 an hour with a two-hour minimum.

Another advantage of the front-end system tie-in is that remote bureaus can tap the library's resources with a phone call.

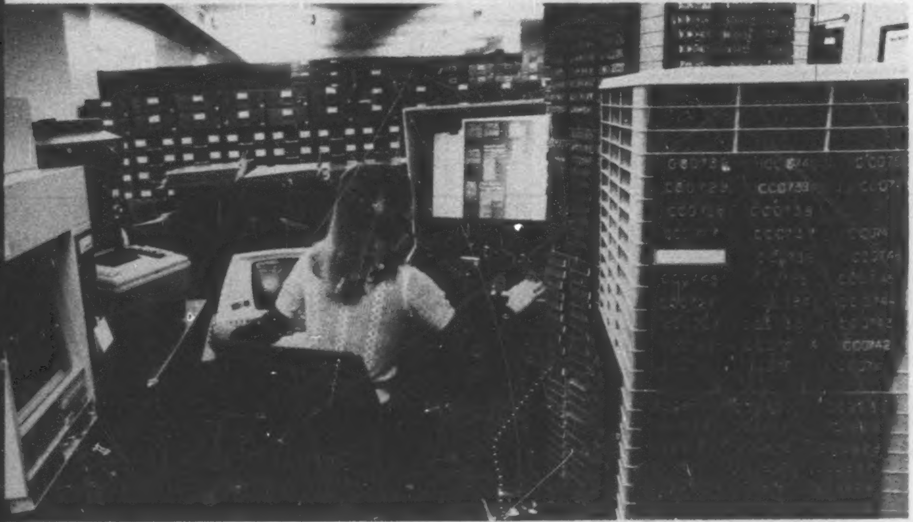
A similarly sophisticated system was designed by computer specialists at The New York Times who wrote a program to run on the Harris Corp. front-end system. The homemade library system, which is not on the market, offers its users access to several data bases provided through The New York Times Information Service, a subsidiary of the newspaper.

Times Technology Editor Howard F. Angione says it has a split-screen characteristic that allows display of retrieved stories on one-half of the screen while the story being written is displayed on the other half.

Retrieved information can be inserted electronically into the working story. A limitation of the split-screen feature, Angione says, is that a reporter cannot search for additional stories when it is in use.

A *less complex* system is in use at The Globe and Mail—the first newspaper to enter the electronic library era. According to Assistant to the Publisher Rhydwen, the Toronto daily started looking at the systems in 1975 and the next year purchased a modified system developed by QL Systems Ltd. of Ottawa.

Detroit Free Press, using QL system, will be part of regional hookup.



Info-Ky uses computer to call up text stored on microfilm.

Rhydwen says the paper uses its own computer to build the data base. After librarians add enhancements, the text is stored on computers located at an outside firm but connected to the newspapers. Reporters can gain access to the system through seven newsroom terminals.

The QL software could run on some of the minicomputers at the newspaper, but "the minicomputers can't handle the double load of library access and text editing," he notes.

The same system is being used by Knight-Ridder to establish its regional library network. One of the Knight-Ridder papers, The Philadelphia Inquirer, has been operating the system for about four years, while two others, the Detroit Free Press and The Miami Herald, expect to begin soon.

In the Inquirer building there are 30 terminals connected to the system, 16 of them in the newsroom. The system shares time with the newspaper's two IBM 4341 computers that are used primarily for business, circulation and advertising functions.

The newspaper is connecting all the in-house terminals with the library system and is considering reworking the system to provide photograph indexing.

The Boston Globe since 1977 has been using a system whose complexity is similar to that of the QL system. According to Head Librarian Jennifer J. Chao, it involves a combination of software written by Infotex Associates Inc. of Dayton, Ohio; ATEX Corp. VDTs; and three DEC PDP 11/34 minicomputers that are set aside solely for library use.

Average response time is 10-20 seconds, with complicated searches taking up to about 30 seconds. The librarians decide what information is stored. Chao says one advantage of the ATEX system is that, unlike others, there is no "down time" for enhancement purposes, making access always available.

Lesser systems. Other systems are available for less money. They come, of course, with fewer frills.

The St. Louis Post-Dispatch's system requires manual indexing by librarians, says Librarian Nancy Williams Stoddard.

Here's how computerized library systems operate

This is how a computer-based, electronic-library system works:

The text of the day's newspaper is stored on magnetic tapes from the production department's front-end system. At the end of the day, usually in the wee hours of the morning, the information is processed through a mainframe computer and transferred to a disk.

During regular hours, the library staff displays the information and inserts "enhancements."

In the most automated systems, all key words in the text are indexed automatically, but usually information including the day's date, the section of the newspaper in which the story appeared and a byline are added as "search words" during the enhancement step. Then the text and the added information are returned to the disk for subsequent retrieval.

When a reporter wants to retrieve information from the system, he or she enters into the computer words or phrases that probably appeared in the text of stories on the requested subject. The system responds by displaying the number of stories that contain the entered words or phrases. That response usually occurs in about five seconds.

If the number of stories is of manageable size, the reporter could look through all the stories to find the needed information. If the number of stories is too large, the reporter must refine the search by zeroing in on more specific key words.

Addressing the ANPA Production Management Conference in Dallas in June, Managing Editor Robert J. Farquhar of The Daily Oklahoman and Oklahoma City Times used an example to illustrate the search process.

He said that to search for information on a particular explosion that occurred at an elementary school, a reporter would type "find explosions and school and cause."

Because a reporter wouldn't want to see every story in the file for those key words, the reporter would ask the system to "display head." The headlines for each of the stories concerning any elementary school fire would be displayed, and the reporter would peruse the headlines until the desired story is found. That story would then be called up and displayed on the screen.

Words such as "of" are inconsequential and are included in a list of "stop words" that are programmed into the computer. Such words are not treated as part of the search and are ignored by the system.

There are many variations available to users of the system, including:

- Instead of displaying an entire story, the system can be told to display only an abstract of the story.
- The stories in the file can be displayed either in chronological order, with the oldest story displayed first, or reverse chronological order.
- Truncated searching, or searching only on root words, is an available shortcut.

Reporters can use BASIS on their newsroom terminals in Oklahoma City.

The system's Unidas 1100 computer also is the host computer for circulation.

There is only one terminal in the newsroom. Dayside reporters rely on five librarians to perform research functions and to provide them computer printouts of requested information. This sometimes results in a reporter having to wait. Some nightside reporters use the system on their own, she notes, but one librarian is available to perform searches.

The average response time is about five seconds. The newspaper is not yet marketing access to its data base but plans to. It also plans a tie-in with the newsroom front-end system.

Louisville's Info-Ky system is another *economical but less elaborate* system. Eschewing costly and powerful mainframe computers, it uses smaller computers to retrieve an index of information stored on microfiche.

The system was designed in 1972 by Dissly Research Corp., a subsidiary of the Courier-Journal & Louisville Times Co. It works like this:

First, librarians receive the day's newspapers and decide what index words they want to put in the data base. Frame numbers, which correspond to numbers on each story, are applied, and the computer matches frame numbers with stories.

Librarians, using an ATEX front-end system, add indexing manually.

After indexing, the newspaper is sent to the darkroom where it is photographed and reduced to microfilm size.

The next step is the enhancing, or adding necessary key words, etc., which is performed the following morning.

According to Librarian Doris J. Batliner, there are six Info-Ky terminals in the building, half in the newsroom and half in the library. She notes that research since the system was installed has been "much more intensive."

The newspapers allow outside access, charging $50 an hour. The biggest users are attorneys and graduate students.

The system also is being used by The Morning Call of Allentown, Pa. (circulation, 124,277), the Edmonton (Alberta) Journal (circulation, 185,162), and the Messenger-Inquirer in Owensboro, Ky., (circulation, 33,120).

The *least expensive* system, with the software selling for about $7,500, also was developed by a newspaper company.

Many small newspapers have only a few file cabinets serving as a library.

In September 1980, concerned about lawsuits and liability questions, management of The Oakland Press (circulation, 72,843) in Pontiac, Mich., asked Data Processing Manager Ernest E. Slade to develop a storage-and-retrieval system to improve reporting accuracy and follow-up.

Slade developed what is called ELS, short for Electronic Library System. He wrote the software for a system that could run concurrently on the newspaper's circulation computer, a DEC PDP/1140.

After about one month's work, Slade's system was operating. The ELS is connected directly to the editorial front-end system and is loaded with the newspaper's text on a daily basis. Decisions on what to file are made jointly by the librarian and the news department.

The system can support up to 16 VDTs and stores up to six years of text. Indexing is done manually by reporters and copy editors and is checked by librarians, Slade says. ELS also can keep tabs on reporters' productivity, computing how many stories each has written during a specified period and how long the stories were.

Lapeer (Mich.) County Press, a 21,000-circulation weekly. The Fort Worth (Texas) Star-Telegram plans to install it.

The County Press is studying ways the library system can be used to provide revenue from user access to the data base over a local cable television channel. That appears to be the wave of the future.

The future. In fact, what's in store for electronic libraries reflects what's in store for the newspaper business in general.

According to many newspaper librarians, tie-ins with such electronic home-information technologies as videotex and teletext are the direction in which library systems are heading. This would provide another source of revenue and would make the systems even more attractive to newspaper management.

Another quality to look for in future electronic newspaper libraries is the ability to index all words in stories automatically without the need for enhancements. In such a system, no one would have to add "baseball" into that World Series story. It would just appear automatically.

Homer E. Martin Jr. chief librarian at The Record in Hackensack, N.J., and the Chicago Sun-Times' Perez, who are updating a guidelines booklet on electronic libraries, pose questions concerning the electronic library of the future.

They say that the electronic filing of photographs—also a part of newspaper libraries—and other graphics material is growing rapidly and is necessary for pagination. "In the future, how will photographic images be stored?" they ask. Will they be stored on magnetic tape or videodisk? The questions remain unanswered.

Martin and Perez are doing their publications work on electronic libraries for the Newspaper Division of the Special Libraries Association, an organization of librarians specializing in certain fields.

According to The Boston Globe's Chao, electronic library systems "are going to be more respected in the future because they are so much more efficient than using manual systems."

Another plus is that while costs for manual library operations will increase because of hikes in labor, material and supplies costs, the cost of the electronic systems will go down because of improved technology, says ANPA Vice President/Technical William D. Rinehart.

Chao sees the question of whether to purchase an electronic system as one of philosophy of management. "If a newspaper is committed to automation generally, why leave one portion out? Everything ends up in the library." ☐

Dos and don'ts in planning an electronic library

Michele A. Kapecky, librarian at the Detroit Free Press, in an address at the ANPA Production Management Conference in Dallas in June, listed dos and don'ts for newspapers thinking of converting to electronic libraries.

The **dos** included:

Michele A. Kapecky

- Make the commitment to a library system part of the commitment to an improved editorial product. Libraries and library systems are editorial tools, and library systems should be designed first and foremost to serve the needs of the newsroom.
- Provide full and active administrative support for implementing the library system. Implementation crosses several departmental lines and requires cooperation and a clear understanding of priorities.
- Have a professional librarian on board when the project is begun. An experienced librarian understands not only the basics of information organization but also the needs of the information user.
- Form a working team early in the process consisting of the librarian, data processing manager and systems manager. Each has key understanding of the needs and requirements of the separate components of the system. Communication is vital to making the system work.
- Involve copy editors in decisions on how to slug stories and on how copy is to be sent to the library system.
- Keep reporters and editors informed of plans and progress. Assure them that the library service will get better and that articles will be available more readily.
- Conduct organized demonstrations and explanations of how to use the system once it is in place.

The **don'ts** included:

- Don't underestimate the time it takes for full implementation and operation. In-house programming, customizing vendor software, designing document formats and unforeseen glitches will slow even the best laid plans.
- Don't underestimate the importance of copy clean-up and enhancements or the time it takes to perform those chores. Depending upon the cooperation and working habits of copy editors, and the limitations and/or capabilities of front-end systems, there always will be some massaging to do.
- Don't expect an electronic library retrieval system to solve all library problems. There still may be the need to upgrade library personnel, to cope with existing space constraints and to solve the problem of better access to old clips.
- Don't pay the bill until 100-percent satisfied that the system will work. □

Newspaper finds old clip files can mean significant tax savings

Everyone agrees that newspaper libraries are valuable—but how valuable?

One daily newspaper that got a precise answer is the San Francisco Examiner. In 1980, the newspaper had its library professionally appraised and received a considerable tax deduction for donating the clips to the San Francisco public library system.

Newspaper officials decline to say how much the collection was valued at, but one of the two appraisers involved says the resulting tax deduction was more than enough to cover the cost of having the 12 million clips preserved on microfilm.

"We interviewed about 10 appraisers," says the Examiner's chief librarian, Judy A. Gerritts. "Some of them looked around and said, 'Two cents a clip' or 'Five cents a clip.'" Such estimates ignore the intrinsic value of individual aspects of a collection, she notes, like the Examiner's detailed files on former Chief Justice Earl Warren, a Californian.

The appraiser chosen by the Examiner was C. L. Wysuph and Associates Inc., which has offices in San Francisco and Beverly Hills, Calif.

C.L. Wysuph says between eight and 10 of his workers spent about a month delving into the Examiner's library. He explains that any appraisal used for tax purposes must meet the Internal Revenue Service's "rigorous definition of value."

Determining the fair market value of a newspaper library is complicated by the fact that it is almost impossible to sell one. Although the San Francisco newspaper found several universities eager to acquire its library as a gift, none had room to properly house 350 eight-drawer file cabinets.

Wysuph's company also has taken on the job of determining the value of newspaper libraries for two defunct dailies, The Cleveland Press and the Buffalo Courier-Express.

The appraiser says he bases his valuations on many complicated factors, but one key point is putting a dollar value on how many hours of research may be saved by someone using a library that already has its clips organized. "It is not a simple procedure," he says.

But for newspapers looking for ways to fund library improvements, those dry, dusty clips may be worth their weight in microfilm. □

Cataloging historical newspaper collections begins

A grant of nearly $1 million from the National Endowment for the Humanities has launched the first phase of a long-term computer project to record, index and eventually preserve surviving issues of the 300,000 newspapers published in the United States since 1690.

Over the next two years, using the NEH grant and donations from five historical societies and a center for library research, workers will enter into one data bank information on approximately 30,000 newspapers held in six institutions.

Data will include newspaper names; where and when they were published; mergers; what language each paper was printed in; ethnic groups served; and where copies are located.

Access to the data bank will be through 3,000 computer terminals being installed at libraries and research centers in the United States, Canada and Mexico by a nonprofit group, Online Computer Library Center Inc., of Columbus, Ohio. □

Teletext could be THE new technology

By R. Glenn McCutchen

While newspapers have been toying with one-way text services on cable and elaborate two-way cable/telephone services, two television networks have announced nationwide broadcast teletext services using technology that may be the key to unlock the door to the information age.

"Teletext will be rolled out as a national business to provide concise and timely information on demand to the general public," says David Roux, senior consultant with Communications Studies and Planning International Inc., a New York City-based telecommunications consulting firm.

"If teletext is as successful in the United States as it has been in Europe, the early emphasis on videotex in North America may be eclipsed by widespread implementation of one-way broadcast text services," Roux adds. "This, in turn, may significantly delay commercialization of two-way applications."

Teletext is the generic name for systems that distribute information on spare lines of television signals.

Though this may sound a bit like adding another cup of information to a bowl that is already full, British engineers who developed the original system figured out exactly how to do just that. Typically, anywhere from 100 to 300 teletext pages are broadcast in piggyback fashion in the interval between television scans.

Using keypads attached to their television sets or decoders, viewers select information they wish to read. Each decoder snares the selected page and displays it until the viewer selects another page.

Commercial teletext services are now operating in Great Britain, Sweden, Austria and Belgium.

More than 770,000 decoders have been installed, and market penetration of households is 2.3 percent in those four countries.

"The number of decoders has more than doubled in each of the past two years," Roux says. "At this rate, market penetration could reach 12 percent in 1985."

In the United States, two television networks and two large publishing companies have experimented with teletext.

CBS conducted field trials with RCA of a teletext system of KNXT-TV in Los Angeles. The Antiope technology developed in France was used in the test.

PBS used Canadian Telidon technology in a field trial at WETA in Washington, D.C. (See story, p. 13.)

Field Electronic Publishing, in a joint venture with Honeywell and Centel, went with the British-developed Ceefax system for trials at WFLD, Field's station in Chicago.

The Time Inc. Video Group is developing a teletext system called Timetex. Though the system is being developed for cable channels, it could be adapted easily for broadcast transmissions.

NBC and CBS have announced vague plans to begin broadcast teletext services nationwide. Neither network, however, has divulged specifics about the hardware to be used nor when its services will begin.

Development problems. But despite the blue-chip companies involved in experiments, there are problems with teletext.

For example, corporate commitments and project funding for development have been slight, Roux says. "No commercial (broadcast) services are operating, and there are fewer than 400 broadcast teletext decoders in homes, offices and public locations in the U.S.," he notes.

Cost of the decoders is often cited as another barrier to teletext growth.

"Decoders are presently available for approximately $300 to $1,400 in small quantities," Roux says. "Mass production and the use of standardized components will decrease manufacturing problems and significantly reduce costs. By 1985, the price premium for a teletext-equipped TV set should be less than $100 and may be as low as $50—well within the range of the average consumer."

Another problem has to do with reception: "Ghosting" has manifested itself in a number of tests. In fact, market research in England found that 15 to 20 percent of the teletext users have reception problems.

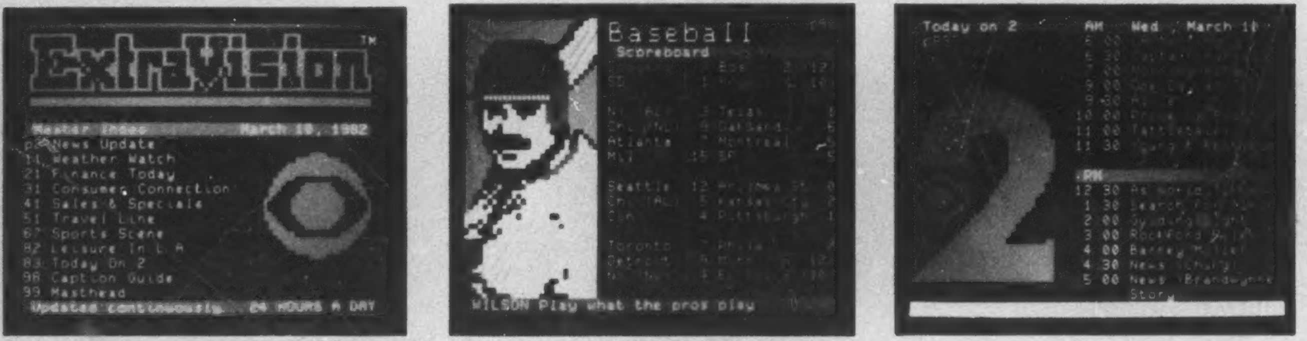
Roux has an answer here, also.

"Sony has demonstrated an equalizer to correct the ghosting problem," he says. "All of the major manufacturers are studying ways to protect the teletext signal."

The biggest hurdle of all, however, may be the lack of a definitive, industry standard for encoding, transmitting and displaying teletext pages. Although the British, French and Canadian technologies are broadly similar, each uses different standards.

Roux sees some hope here, however, in

McCutchen is deputy managing editor of The Atlanta Journal and The Atlanta Constitution.



Antiope graphics were used in the CBS test of the teletext magazine "ExtraVision" in Los Angeles.

that "the North American standard proposed by CBS seems to be gaining popular support within the industry."

"The Electronic Industry Association Task Force on Teletext Standards and the Federal Communications Commission have not yet—and are unlikely ever to—come to a decision," he says. "It now looks as though the standard will be set in the marketplace, probably by the largest players."

If the problems have been solved or are easily solved, then is this a viable business?

If teletext growth in the United States matches growth in Europe, the technology could open the electronic mass market by mid-decade and create a major industry by 1990, Roux believes. By then, "household penetration of teletext in the United States could be anywhere from 6 to 10 percent, with a potential audience of 15 to 25 million viewers."

The advertising market. With those kinds of projections, the advertising potential of teletext is drawing attention.

New York media analyst John S. Reidy of Drexel Burnham Lambert believes that both videotex and teletext "offer new opportunities to advertisers and, equally importantly, to the home consumer who will be selecting specific information." Advertising related to that information, he told The New York Times, "should be particularly well received."

In the same Times article, Hadassa Gerber, senior vice president and director, media information and new technologies at the McCann-Erickson ad agency, also addressed the advertising question.

"Advertisers and advertising agencies are participating largely to make sure they don't lose their marketing edge if videotex and teletext prove their value as advertising tools," she said. "Advertisers are not exactly sure how the media will pan out, but many of them don't want to be the last to find out."

William L. Putnam, spokesman for NBC's Board of Affiliates, is a bit more blunt.

"We're compelled to get into teletext now," he told Electronic Publisher, an industry newsletter. "It's our chance to get into classified ads and grab a bigger share of local advertising. These are enormously important incentives for station owners, and we said so to NBC. We're asking them to move now, because in a couple of years we won't want to deal with them."

Putnam added that none of the affiliates see teletext as a profit center for at least five years, but all are "prepared to go long-term."

Putnam, chairman of Springfield Television Corp. in Springfield, Mass., said, "We're proposing that the network adopt a workable format and begin a page-sharing feed with us. Teletext will be a service that's heavily local, but we'd like to include national input if we can."

Broadcasters' interest notwithstanding, Roux sees a hidden opportunity for the print publisher in teletext.

"Newspaper support for teletext may spell success for this technology and allow the newspaper industry to gain needed experience in electronic publishing," he says.

Roux sees a national teletext service

Who's doing what in teletext arena in the United States

By Margaret Genovese
presstime staff writer

The United States' first national commercial teletext service is in business. And enough other broadcast and cable teletext services are being tested locally to make this technology currently the most discussed in the telecommunications field.

KEYFAX, the "National Teletext Magazine," is being made available to the more than 4,200 cable systems, with about 22 million subscribers, that receive the WTBS Satellite Service. At launch date, Nov. 17, almost 70 cable systems had signed on.

Users of the new service can call up on their television screens about 100 pages of news, sports, business, weather and leisure information (including horoscopes, recipes, national and regional features, games, puzzles, and book, movie and theater reviews). Plans call for advertising to be added.

For $19.90 a month, subscribers get a decoder that enables them to extract the service from the vertical blanking interval of WTBS, the Atlanta "super station" of cable magnate Ted Turner. The decoders are being supplied by a British firm, Ayr Viewdata Ltd.

KEYFAX is a joint venture between KEYCOM Electronic Publishing and Satellite Syndicated Systems Inc., whose subsidiary, Southern Satellite Systems Inc., distributes the WTBS service. KEYCOM itself is a joint venture of Centel Corp., Honeywell Inc. and Field Enterprises Inc., the latter of which publishes the Chicago Sun-Times [presstime, June 1982, p. 17].

Also in mid-November, Dissly Research Corp., a subsidiary of the Courier-Journal and Louisville (Ky.) Times Co., began a teletext test over two Louisville cable systems.

The service is being provided in the vertical blanking interval of leased cable channels with which Dissly is experimenting with news and advertising. Also participating in the Louisville test is Antiope and Telematics Corp., a company that is promoting the use of the Antiope vidotex/teletext technology.

Another local test of cable-delivered teletext began Oct. 31 in Orlando, Fla., and San Diego. It is being conducted by Time Inc., which owns America TV & Communications Corp., a leading operator of cable systems.

By the end of this month, local content will be provided by the Sentinel Star Co. in Orlando and The Copley Press in San Diego [presstime, Sept. 1982, p. 13].

Like KEYFAX, the Time service, informally known as "Timetex," would be satellite-delivered to cable TV systems. But unlike KEYFAX, it would use an entire video channel not just the vertical blanking interval. This provides for greatly expanded capacity—up to 5,000 pages of information compared with 100-200.

Also in San Diego, another major owner of cable systems, Cox Cable Communications Inc., is experimenting with a cable-delivered service that is both teletext and videotex. Copley Press is involved in this test, too.

The Cox service, "INDAX," has the informational features of other teletext services plus the capability to allow transactions such as banking and shopping at home.

siphoning off potential videotex customers at a fraction of the cost of a videotex system. "Teletext is best suited to function as an information source, and that is a newspaper's comparative advantage," he notes.

ANPA Director/Telecommunications Affairs Kathleen Criner says teletext services could affect newspapers' cable television text and advertising services.

Teletext, she points out, has certain advantages over cable text:

- Teletext allows a consumer to select what to watch and for how long, as opposed to the scrolling text of cable services.
- Teletext has a greater page capacity than cable text if it uses a full video channel.
- Teletext can be programmed to complement the regular video programming on which it has been piggybacked. For instance, if a baseball game is being aired, the teletext service might offer scores from around the country. There are also opportunities for cross-promotion.

A teletext service, Criner says, "might limit viewership of a newspaper's cable text channel. . . . How many text services are consumers going to watch in a week or a day?"

But, she adds, if a newspaper's cable text service offers a real community service, such as "uniquely local" news and advertising, teletext might not have much impact.

Criner also notes that the question of whether cable systems will be required to carry the teletext services inserted in the broadcast signals they pick up is unresolved.

The FCC has asked for comments on the issue in its teletext proceeding.

But despite its threat as a competitor to a newspaper's cable text service, Criner agrees that teletext presents newspaper publishers with opportunities—not the least of which, she says, is that some national teletext services soon will be looking for local partners to provide news and advertising.

Those "spare lines" in the broadcast signal, it appears, are anything but superfluous. ☐

Broadcast teletext. The Federal Communications Commission does not regulate cable television, which allowed the cable-transmitted KEYFAX to get a head start over teletext transmitted via broadcast television. But the FCC's rulemaking proceeding on broadcast teletext could be completed this month, and a large cast is waiting in the wings for the commission to give the go-ahead to the new service.

Potentially, two of the major players are CBS and NBC, which have experimented with teletext over network-owned stations.

Assuming "appropriate action" by the FCC, CBS intends to "go forward with a national broadcast teletext service in the near future," Gene F. Jankowski, president of the CBS/Broadcast Group, said Nov. 1.

NBC plans to launch a national broadcast teletext service "sometime early next year," according to a spokesman.

Both networks' services will allow local affiliates to insert local news and advertising, and both will require decoders to be purchased by consumers, officials say.

Meanwhile, a number of broadcast teletext experiments are under way:

- KIRO-TV in Seattle began one in August.

KIRO is the second station owned by Bonneville International Corp. of Salt Lake City to experiment with broadcast teletext. The first was KSL-TV in Salt Lake City, which claims to have been the first on the air with teletext in the United States on June 15, 1978.

- Also in August, WGBH-TV, a public broadcasting station in Boston, began one aimed at a high school-aged audience.
- Westinghouse Broadcasting and Cable Inc. began one July 26 over its KPIX-TV in San Francisco. Called "DirectVision," it is being offered as three different teletext magazines. Two are advertising vehicles, one with the day's special buys and bargains, the other with classified advertising. The third provides news, sports, weather and business information. The classified advertising content is being provided by Sparks Newspapers, a group of California daily and weekly newspapers.
- Taft Broadcasting Co. began one July 1 over its station WKRC-TV in Cincinnati.

Previously, public broadcasting stations WETA-TV in Washington, D.C., (see story, this page) and KCET-TV in Los Angeles were involved in teletext trials.

Results released in federally funded WETA teletext trial

The first federally funded study of a teletext experiment showed that households used the service an average of about three times a week and that 10-15 electronic pages were screened per session.

The one-year trial at Public Broadcasting's WETA-TV in Washington, D.C., ended in August. It involved 40 terminals placed in primarily upscale homes, plus 10 terminals in public locations.

The survey was conducted by New York University's Alternate Media Center. Results were released Nov. 15.

In the first half of the test, the service "could be likened to a small electronic newspaper," and "news and entertainment listings enjoyed the most success," said Martin C.J. Elton, NYU professor of communication and principal investigator for the study. "They were followed by the weather, features, sports and business sections."

In the second half of the test, when service more resembled a "small stylized feature magazine," the greatest use was for weather reports, games and business-analysis sections, Elton said. "The single most heavily accessed page for residential users in the second half of the trial was 'Electro-Art,'" a display of the system's graphics capability, Elton reported. WETA used the Canadian Telidon technology [presstime, Aug. 1982, p. 14].

Among other findings, there was evidence of a strong "novelty effect" in residential use: Three months after the test began, viewership stabilized at a point less than half that of its earlier peak level.

Information providers for the WETA test included The Washington Post and the Bureau of National Affairs, a private research organization.

The federal government either directly or indirectly contributed about $1 million for the experiment and research through the U.S. Department of Education, the U.S. National Telecommunications and Information Administration, the National Science Foundation and the Corporation for Public Broadcasting. Consequently, results were made public—a first for teletext research in the United States. ☐

AT&T decree appeals sent to Supreme Court

U.S. District Court Judge Harold H. Greene Nov. 11 sent to the U.S. Supreme Court all appeals of the 1982 AT&T antitrust consent decree. The high court in late November had not decided whether it would hear the cases.

At press time, notices of appeal had been filed by at least 20 parties, including 11 states, seven public service commissions and some private parties. Both AT&T and the Justice Department had asked Greene to transfer the cases to the Supreme Court for speedy review.

The normal appeals route would have led to the U.S. Court of Appeals, District of Columbia Circuit—itself the center of another, related development.

That appeals court Nov. 12 affirmed the Federal Communications Commission's Computer II decision allowing AT&T to enter unregulated markets through a separate subsidiary [presstime, June 1980, p. 22].

A number of parties including ANPA had argued that the FCC decision violated terms of the 1956 antitrust consent decree. But the appellate court held that the FCC's "regulatory scheme . . . is a reasonable one within the scope of the commission's authority."

The court said the FCC's requirement for a separate subsidiary was sufficient to ensure that AT&T not engage in "cross-subsidization or unfair competitive practices."

ANPA had no comment on the decision.

Briefs in the new consent decree appeals had not been filed with the Supreme Court by late November. But several states said they would argue that the decree conflicts with their ability to regulate telephone companies locally. They said they would ask their federal courts to block the consent decree where it disagrees with local policy.

Greene said such actions could lead to clashes between U.S. District Courts and U.S. Courts of Appeal that only the Supreme Court could resolve. The resulting delay, he said, could result in "extremely unsettled" conditions within the telecommunications industry.

Private firms announcing appeals included Tandy Corp, North American Telephone Association and Telephonic Equipment Corp.

The consent decree was signed by Judge Greene Aug. 24 [presstime, Sept. 1982, p. 10]. It requires AT&T to divest its 22 Bell operating companies but allows the resulting "national AT&T" to enter data processing markets from which it has been barred under previous law. The decree forbids AT&T to offer electronic publishing services over its own lines for at least seven years.

ANPA, as an intervenor in the consent decree, plans to participate in the Supreme Court proceedings. ☐

New firm plans to deliver ads by satellite

Establishment of a company that says it is planning a system for satellite delivery of newspaper advertising was announced Nov. 4.

Satellite Network Delivery Corp. initially plans to deliver teletext to a business market and commercials to television stations.

According to SND Executive Vice President Richard A. Anderson, newspaper advertising distribution is the third service his company wants to create. He said such a service probably could not be offered for two years, prior to which the company will concentrate on its primary projects.

SND officials have met with members of the newspaper industry's former SAT-FAX Steering Committee, which had studied the feasibility of satellite delivery of newspaper advertising [presstime, Feb. 1982, p. 14].

Anderson said he read the feasibility study commissioned by the SAT-FAX committee and conducted by the Boston Consulting Group. The study indicated that "supporting a network of digital facsimile machines" was "a natural" for the satellite network that the company was putting together, he said.

The 1981 study had concluded that although a satellite delivery system was technologically feasible, it was not then economically feasible. The hitch was that a suitable facsimile machine had not yet been manufactured.

The Tribune Co. of Chicago is an investor in SND Corp.

Researchers weigh impact of teletext, videotex

A newly published book presents the findings of a study assessing the impact teletext and videotex will have in the United States over the next 10 to 20 years.

The project, conducted by the Institute for the Future, was sponsored by the National Science Foundation.

John Tydeman, principal investigator for the study, said *Teletext and Videotex in the United States* "will be of value to corporate, trade, consumer, and government decision makers and advocates already in this field who wish to assess the potential of the technology."

The 314-page volume is available from McGraw-Hill Publications, 1221 Avenue of the Americas, New York, N.Y. 10020. Cost is $30. ☐

LPTV, cable issues aired at seminars

For newspaper publishers interested in low-power television, the emphasis is still on the basics—the whys and wherefores of getting involved in this new medium.

For publishers interested in the more established cable television technology, attention has turned to more sophisticated questions: For example, should text services be augmented with graphics and video?

That was the impression from ANPA-sponsored workshops on cable and low-power television Nov. 3-5 in Chicago.

The workshops provided overviews of the two services and examined related economic, technological, legal, programming, advertising and marketing issues.

The cable TV workshop was cosponsored by the Newspaper Advertising Bureau.

Copies of the two resource notebooks distributed to workshop participants are available for $75 each. Audio tapes of the sessions also are available. For details, contact Suzanne M. Bilinski, ANPA Telecommunications Affairs Department, at The Newspaper Center, Reston, Va. ☐

Telecommunications notes

The Audit Bureau of Circulations next year will inaugurate a new service **verifying subscriber counts for cable television networks** [presstime, Jan. 1982, p. 14].

According to J.R. Payne, vice president of member services, there are approximately 20 cable networks that could make use of the service. The bulk of the service will be paid for by the networks, with advertisers and ad agencies paying a $2,500 annual fee to receive the ABC reports, Payne said. The reports will be issued as of June 30 and Dec. 31.

Payne said he knew of no other organization providing verification of the number of cable subscribers.

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The Hearst Corp. is about to make its first cable TV system acquisition. It announced Oct. 28 an agreement in principle to acquire three California cable systems from Westinghouse Broadcasting and Cable Inc. The systems are in Santa Clara, Los Gatos and Milpitas and serve about 20,000 subscribers.

Westinghouse acquired the San Francisco Bay-area systems in 1981 as part of its purchase of Teleprompter Corp., but it has to divest them to comply with the Federal Communications Commission's cross-ownership regulations. Westinghouse owns KPIX-TV in San Francisco.

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UPI Nov. 1 announced a **new satellite-delivered news service** designed to assist newspapers with text news and advertising services on cable television systems.

The customized UPI Cable News offers information in hundreds of categories and in varying time formats. The service is compatible with all existing newspaper front end systems. It may be received from Westar III, the satellite used to transmit wire service copy, or Satcom 3-R, a satellite used to deliver cable programming.

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Knight-Ridder Newspapers Inc. announced Nov. 12 it had filed applications with the FCC to establish cellular radio systems in Jacksonville and Orlando, Fla. Cellular radio is a new kind of mobile and portable radiotelephone service [presstime, Nov. 1982, p. 18].

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The FCC Oct. 28 announced a change in the schedule for filing **applications to establish cellular radio systems** .

For markets 61-90, the filing date was moved from Jan. 7, 1983, to March 8. For all other areas, the date was changed from March 8 to June 7. Filing dates already have passed for the top 60 markets.

The commission said the revision was made to keep the filing of applications more in line with the staff's ability to process them.

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The number of **electronic data bases** grew 40 percent last year, from 965 to 1,350, according to the fall 1982 Directory of Online Databases [presstime, Feb. 1982, p. 14]. The directory, published by Cuadra Associates Inc. of Santa Monica, Calif., also shows that the number of services through which these data bases are offered increased from 170 to 213.

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Formation of the **U S. Telecommunications Training Institute for students from developing nations** elicited a great deal of interest at the recent meeting of the International Telecommunications Union.

The USTTI is a new, cooperative venture between the federal government and major U.S. telecommunications firms, according to Michael R. Gardner, a Washington, D.C. attorney who headed the U.S. delegation to the ITU meeting in Nairobi, Kenya. The USTTI board includes representatives from AT&T, COMSAT, MCI, GTE, the U.S. Information Agency, the FCC, the State Department and the Senate.

Fourteen courses offering free instruction to more than 300 students are planned for 1983. Training initially will take place at the training facilities of the corporations involved. The institute also may create a permanent training facility.

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The E.W. Scripps Co. has joined Tele-Communications Inc. in a **joint venture company to sell advertising and provide programming** on TCI cable TV systems in Knoxville, Tenn., and the tri-state region around Pittsburgh.

The new company, Tele-Scripps, will sell local advertising to insert into satellite-delivered programming in both markets and will provide coverage of professional and college sports over the Pittsburgh-area systems.

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Three cable television operators have installed new fiber optic "mini-hub" systems to distribute programming and **thwart would-be cable programming pirates.** The systems use a centralized computer serving a cluster of homes rather than individual electronic converters in the homes.

The converters have been problems for cable system operators. They are expensive and often are taken out of the home and sold. And they are easily tampered with, allowing subscribers to get programming without paying.

The fiber optic systems, manufactured by Times Fiber Communications Inc. of Wallingford, Conn., have been installed in Storer Cable Communications' Pembroke, Fla., system; United Cable TV's New Britain, Conn., system; and Warner Amex's Columbus, Ohio, system.

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CBS Inc. and AT&T have launched their joint **telephone-based videotex trial** in Ridgewood, N.J. The seven-month test will involve 200 households [presstime, Sept. 1982, p. 13].

The project will include a variety of services, including news, home shopping, games, electronic mail and electronic banking.

There will be more than 60 information providers, including The New York Times, The Star-Ledger of Newark, The Ridgewood News and The Record of Hackensack.

More than 80 advertisers represented by 16 ad agencies will participate.

AT&T is providing the computer, home terminals and other equipment used in the test. CBS is in charge of providing the information. □

One third-class case delayed; aggregate letter rule studied

The Postal Rate Commission has put on hold one of two cases that could raise third-class mail rates.

PRC Chairman Janet D. Steiger Nov. 10 granted a stay requested by Warshawsky & Co., a Chicago-based catalogue mailer that took the case to the commission [presstime, Nov. 1982, p. 14]. Warshawsky now says its concerns can be addressed in the other third-class case before the commission.

David F. Harris, PRC chief administrative officer, said in late November the commission had scheduled no proceedings in that other case, which was brought by four third-class mailer groups.

The groups have urged the PRC to set permanent third-class rates now rather than wait for the next general postal rate case. "Temporary" third-class rates were implemented by the U.S. Postal Service in 1981 after it and the PRC could not agree on permanent rates in the last general rate case. ANPA opposes any piecemeal change in postal rates (see **chairman's corner**, inside front cover).

In another postal development, the Association has intervened in a PRC proceeding in which the Postal Service has proposed dropping the aggregate letter rule for first-class mail. That rule says two mailers may not combine letters in one first-class piece—as marriage mailers do in third-class.

The Association has not yet taken an official position on the proposal. The PRC granted ANPA's motion for intervenor status Nov. 12. □

More newspapers wed 'marriage mail'

Individual newspapers are continuing to respond to the phenomenon of "marriage mail" by starting their own third-class, direct-mail programs.

A major newcomer is the Los Angeles Times. With its "Selective Market Coverage" program, the Times now offers advertisers the ability to reach 3.4 million households in Southern California.

The program, which began in August, consists of delivery of ad supplements with the newspaper each Wednesday and delivery by third-class mail to nonsubscribers.

Advertisers may place their inserts in any or all of 10 grids laid out on a map of Southern California. Each grid contains about 10,000 subscribers and 30,000 nonsubscribers.

Donald F. Wright, the Times' president and chief operating officer, said Selective Market Coverage is "optional for advertisers and intended to work along with newspaper advertising."

The Corpus Christi (Texas) Caller and Times took a similar approach in a program started last April. Charles H. Evers, director of marketing, said inserts are mailed each Thursday to nonsubscribers in 10 zones. As with the Times, advertisers may send their supplements to any combination of zones.

In Bristol Va.-Tenn., The Herald-Courier and Virginia-Tennessean in mid-August began a weekly preprint mailing to all nonsubscribers. Executive Vice President and Publisher Arthur S. Powers said the project is "in the black after two months."

The Bristol papers have competition from the Kingsport (Tenn.) Times-News, which mails a free-circulation weekly paper in a seven-county area. □

Postal use survey begins

The newspaper industry's Joint Postal Task Force is conducting a mail survey of all U.S. daily newspapers this month to determine "the past, present and potential use of the U.S. mail by newspapers, and competitive uses of the system by others."

No accurate statistics exist on newspapers' collective use of the mails. Individual responses will remain confidential.

The Joint Postal Task Force is made up of representatives of ANPA, the Newspaper Advertising Bureau and the National Newspaper Association. Currently, it is assessing the impact of third-class rates on the newspaper business [presstime, Nov. 1982, p. 14]. □

Court briefs

The 9th U.S. Circuit Court of Appeals Dec. 17 will hear oral argument in The Seattle Times' and Seattle Post-Intelligencer's appeal of the rejection of their proposed **joint operating agreement**.

The newspapers' JOA application received approval from Attorney General William French Smith, but that was overturned by U.S. District Court Judge Barbara J. Rothstein [presstime, Nov. 1982, p. 12].

ANPA is an intervenor in the case.

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The New Brunswick Court of Appeal Jan. 17 will hear the appeal of Beurmond J. Banville, reporter of the Bangor (Maine) Daily News, who was found guilty of **violating the Canadian Criminal Code** for publishing a story against a judge's order [presstime, Oct. 1982, p. 19].

Banville already has paid the $200 fine.

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Chief Justice Warren E. Burger's doubt about the propriety of **summary judgment in public-figure libel cases** has not resulted in significant numbers of cases being denied that legal remedy, according to a study conducted by the Libel Defense Resource Center.

LDRC said that out of 110 motions for summary judgment since 1980, the decision went in favor of the media 75 percent of the time.

That rate is down "only a few percentage points" from a study covering the four-year period before "Footnote 9" written by Burger in the June 1979 decision in *Hutchinson v. Proxmire*. The court found in that case that a scientist conducting publicly funded research is not a public figure.

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The 10th U.S. Circuit Court of Appeals in Denver has **overturned a $14-million libel judgment** against Penthouse magazine, saying the First Amendment protects even "crude" literature.

A former Miss Wyoming had sued the magazine, saying a work of fiction published in the magazine about sexual exploits of Miss Wyoming at a Miss America pageant defamed her.

She sued for $100 million; the judgment subsequently was reduced to $26.5 million, and later to $14 million [presstime, May 1981, p. 10]. □

ANPA opposes lottery plan for licensing

ANPA Nov. 12 said it opposes the Federal Communications Commission plan to use a lottery to award some limited broadcast licenses or construction permits.

The FCC said at the present time, the lottery would be used to decide the winner among competing applicants for several services. They include low power TV, and certain private radio and mobile common-carrier radio services, excluding cellular radio [presstime, Oct. 1982, p. 13].

ANPA said it would be an impediment to newspaper publishers who want to establish low-power TV stations.

To promote diversity of ownership of "media of mass communications," the FCC's proposed rules give a 2-to-1 preference to applicants with no mass media outlets. They give a 1.5-to-1 preference to those with three or fewer outlets.

Applicants with four or more mass media outlets and those with a mass media outlet in the community where they propose to establish the new service are given no preference.

The FCC rules would include daily newspapers as "media of mass communications." But ANPA said that when Congress enacted the law directing the FCC to set up a lottery, it restricted the definition of "media of mass communications" to those that require licenses to operate.

A report by the congressional conference committee that worked out the final version of the bill did state that daily newspapers should be included in the definition. But ANPA said the FCC should follow the "clear words" of the law, not the "inconsistent discussion" of the conferees.

The Association said that although the proposed rules seek to improve the level of diversity of information in a community, they go far beyond this and adopt "an inflexible impediment to newspaper entry into electronic media," without regard to where the newspaper is published or what kind of programming it would provide.

ANPA also opposed the FCC's plan to reserve authority to use the proposed lottery process in other services. ☐

World press notes

A Mexico City-based **correspondent for Cox Newspapers was shot** but not seriously wounded Nov. 13 in El Salvador.

Clifford Krauss and two other reporters were caught in crossfire between guerrillas and government troops. Shot in the head, Krauss was treated and released from a Salvadoran hospital. The other reporters were not injured.

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UPI recently began a new service designed to answer calls for **more sophisticated coverage of developing nations**.

"Dateline: The Third World" is a twice-a-week package of three or four stories that focus on political problems and advances in technology in developing nations.

"Industry surveys show there is a regular flow of news agency copy from many (underdeveloped) nations, but it must compete for newspaper space with the top worldwide and national stories of the day. The result is that revolutions and natural disasters get into print; other stories do not," said UPI Foreign Editor Paul Varian.

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The U.S. National Telecommunications and Information Agency is gathering information for a long-range study of **international telecommunications and information goals for the United States**.

Under the topic of mass media, the agency is gathering comments on how global interest in information gathering and dissemination may affect press freedom. The agency also is seeking comments on policies and strategies the United States should pursue to preserve free flow of information.

The agency plans to report its findings to Congress in a few months.

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The Media Crisis: A Continuing Challenge has been published by the World Press Freedom Committee. The 153-page book features 25 wide-ranging essays discussing **how the free press may be affected by the proposed "new world information order."** Many developing nations support the proposal as a means to distribute information more equitably.

Copies may be obtained at no charge from the World Press Freedom Committee, The Newspaper Center, Box 17401, Washington, D.C., 20041. ☐

LA may levy tax on revenue of newspapers

The Los Angeles City Council was expected to act Dec. 1 on a recommendation from its Finance Committee that the city levy a tax of $1.25 per $1,000 on circulation and advertising revenues of newspapers and broadcast media.

Michael B. Dorais, general manager of the California Newspaper Publishers Association, said if the council levies the tax, "it's a foregone conclusion that there will be a court challenge."

Los Angeles has exempted media companies from such taxes since 1949 [presstime, Oct. 1982, p. 21].

In other newspaper-tax issues, courts in two states ruled recently on whether advertising supplements carried by newspapers are subject to sales and use taxes.

In a case brought by a Greater Buffalo Press subsidiary, Dixie Color Printing, the Alabama Supreme Court decided that sales of ad supplements by a printer to a merchandiser are exempt. The court noted that Alabama—unlike most states—levies its retail sales tax on newspaper purchases; therefore, imposing another tax on the printing of supplements for the paper would be "unfair and constitutionally unacceptable."

In Wisconsin, which exempts newspapers from its use tax, the state Supreme Court issued a two-part opinion on the issue of whether ad supplements are integral parts of newspapers.

Supplements printed outside Wisconsin but distributed as part of newspapers in the state were ruled not an integral part of the newspaper and not exempt from taxes. Supplements printed or purchased by Wisconsin newspapers, however, were declared exempt. The case concerned supplements printed in Minnesota and distributed in Wisconsin for J.C. Penney Co.

According to ANPA's Legal Department, courts in Missouri, the District of Columbia and Massachusetts have ruled advertising supplements are integral parts of newspapers and not taxable. Arkansas and Connecticut courts have said supplements are not parts of papers and are taxable. ☐

Bureau staffs: newspapers' right fielders?

By Neil Genzlinger

An object of pride in the board rooms, an object of derision around the water cooler—the newspaper bureau office has long possessed that double identity. For the publisher, local bureaus are a measure of the health of the corporation: "We've opened three new bureaus this year." Reporters, however speak of being "banished to the bureaus" as a form of punishment; reporters already in the bureaus draw comparisons with playing right field.

It's an odd contradiction, especially today when the bureau office often represents the front line of the circulation war. in two-newspaper cities, the battle fought to a standstill in the metropolitan area is pushed into the suburbs as competitors open bureau after bureau in an effort to outflank each other. In one-newspaper towns, the suburban or rural bureau is either foraging for new readers to keep circulation going up or chasing after fleeing urbanites to keep it from dropping.

The bureau reporter, however, sees little evidence of this status. In everything from story placement to procurement of supplies, he often feels on the bottom of the priority list, a second-class citizen of the newsrooms. In fact, the very term "newsroom" excludes him. "Bureau-itis," as one editor calls it, is a management problem that deserves closer scrutiny.

Twenty-four bureau reporters in Pennsylvania, representing papers of all sizes, were surveyed by mail for information on what they like and don't like about their jobs. The sample, of course, is not statistically representative, but the results are clear on several points.

Central Maine Morning Sentinel

Small bureaus like the Farmington office of the Central Maine Morning Sentinel, where the author worked for four years, may be breeding grounds for "bureau-itis."

Most glaring are the figures on how often the reporters are visited in the bureau by a supervising editor. The most frequent response was "never" (13, or 54 percent), followed by "seldom" and "annually" (five and two responses, respectively). In other words, 83 percent of the respondents see their supervisor on home turf once a year or less frequently. Nearly half seldom or never see their supervisor face-to-face, *anywhere*.

This communication drought is reflected in respondents' feelings on specific aspects of their situation. Fourteen (58 percent) said they do not get enough feedback on their work, and 13 (54 percent) said their editor is not aware enough of their needs and problems.

Other prominent complaints were that stories are not processed properly and that not enough opportunity exists for improvement or advancement. Many respondents felt they are worse off in these areas than their counterparts in the newsroom.

Correlations in the data add a further dimension. While there was no correlation between a respondent's overall "dissatisfaction" rating (as determined by eight indicators) and size of the paper or distance of the bureau from the main office, there were other correlations.

For instance, the few respondents who see their supervising editor regularly in the bureau are likely to be on the "least dissatisfied" end of the scale. Dissatisfaction with his situation usually correlated with a respondent's rating of his situation against that of a city room staffer; overall dissatisfaction goes arm-in-arm with the second-class-citizen syndrome.

Some suggestions. To cure bureau-itis, management needs to either revitalize the traditional bureau setup or do away with tradition in favor of new models.

Neither is easy—the latter may require capital outlay; the former a change in long-standing prejudices.

1. Revitalizing tradition. This requires reexamination of policy in several areas:

- Newspapers operating under the old view of the bureau as a training ground for new hires should re-think this policy. First, the view of the bureau as the forefront of the circulation war and the bureau as training ground don't jive. Second, holding the newsroom out as a carrot for the bureau reporter can only reinforce the second-class-citizen image. Rather than motivating with the prospect of becoming a "real" staff member in the future, editors should look for ways to make the bureau reporter feel he's *already* a full-fledged citizen of the news department.

The view of the bureau as a training ground also fails because it assumes every employee will want to get out of the bureau. The survey suggests otherwise. A few respondents were clearly *not* dissatisfied with bureau life.

When filling a bureau position editors would do well to develop screening meth-

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Genzlinger, who recently completed course work for a master's degree in journalism at Pennsylvania State University, studied news bureaus as part of a graduate-level course in newsroom management. Now a copy editor for The Hartford (Conn.) Courant, he formerly worked as a bureau reporter for the Central Maine Morning Sentinel of Waterville.

ods to identify those applicants who will thrive in a bureau atmosphere.

- There is no substitute for face-to-face communication, and the survey suggests that such communication is more than just a gesture if it sometimes takes place in the reporter's rather than the editor's territory.

Bureau reporters like their autonomy, but they don't like being cut off. Pity the respondent who wrote on his questionnaire: "The edition editors never visit the bureau offices. I'll bet half of them don't even know where the offices are located, or could identify the reporters whose copy they edit if they ran into them on the street."

If the supervising editor doesn't have time to make regular visits, that is a flaw of the system.

Top management should make such visits possible, either by providing support staff to cover the desk or restructuring the command. Often all bureaus are lumped under the same editor even though they may be hundreds of miles apart and feed different editions. The supervising editor should know his bureau communities. If he has more bureaus in his orbit than he can handle, a different alignment should be explored.

- The bureau reporter has as much right to attend the special project or the training seminar as the newsroom staffer. Management must actively provide this, even if it means grooming a newsroom staffer or a stringer to cover the bureau temporarily.

Many respondents complained that even though they are invited to staff development sessions in the main office, they can't break away from the bureau long enough to attend.

- It's an old song among bureau reporters: An important story from the bureau gets dumped inside the zoned edition and doesn't make the city edition at all; meanwhile, there's a page-one story by a city-side reporter on a new paint job for city trash barrels.

Bureau reporters often feel their stories are underplayed, partly because of lack of awareness by the supervising editor, but also because of unwritten policy that bureau copy doesn't interest the general readership. Such policy may be misinformed: There is evidence that city readers are very interested in what goes on in the suburbs.

In any case, if a city-side bias is causing good stories generated in the bureaus to be played poorly, morale will suffer.

2. New models. The traditional bureau setup might be viewed as the newspaper version of what business calls "market centering"—structuring a company around the consumers of its products. But the tiny bureau office with one or two overworked reporters is an anemic version of market centering. Such a bureau is a presence in the community, but it is not a presence with major decision-making responsibility or accountability.

Summary of results

Indicate with a check mark your views on the following, in two categories. In the first column group, indicate whether you have experienced not enough, enough, or too much of the attribute. In the second group, rate your situation in the bureau with that of your counterparts in the newsroom—as a bureau reporter, you have had less, the same amount, or more of the item than the reporters in the newsroom.

	Your experience			Compared to newsroom		
	not enough	enough	too much	less	same	more
Feedback on work	14 (58%)	9 (38%)	0	11 (46%)	10 (42%)	1 (4%)
Opportunity to improve skills	11 (46%)	12 (50%)	0	10 (42%)	10 (42%)	2 (8%)
Opportunity for advancement	10 (42%)	9 (38%)	0	8 (33%)	10 (42%)	1 (4%)
Autonomy in story selection	1 (4%)	20 (83%)	2 (8%)	3 (13%)	9 (38%)	11 (46%)
Editor aware of needs and problems	13 (54%)	10 (42%)	0	11 (46%)	6 (25%)	4 (17%)
Input into decision making	9 (38%)	13 (54%)	0	5 (21%)	9 (38%)	7 (29%)
Stories processed properly (editing, play, headline)	11 (46%)	12 (50%)	0	8 (33%)	10 (42%)	2 (8%)
Ratio of pay to amount of work performed	13 (54%)	10 (42%)	0	4 (17%)	15 (63%)	1 (4%)

Number interviewed = 24; totals do not equal 100% because not all respondents answered every question.

With the aid of new technology, some newspapers are making their bureaus more legitimate editorial centers, basing not only reporters but section and copy editors there.

Editor Mike Renshaw of the Bucks County (Pa.) Courier Times thinks this approach has helped solve the bureau-itis problem.

"There's no more complaint from the bureau about 'Look what they did to my story,'" he says. "You feel you have control over your product."

Big business has been finding success with this approach for a decade or more: decision making is pushed as far down the line as possible. For newspapers this means pushing decision making—and the decision makers—across the geographic barrier that separates the bureau from the main office.

There must still be communication across the barrier, but it is communication between editors, not between one editor and many reporters. The process is streamlined.

An alternate market centering model might do away with bureaus altogether. Market centering through bureaus relies on a definition of consumers based on location.

But the farmer in the northern part of the circulation area may be more interested in reading about the problems of farmers in the south than about his own local government. Ideally, the consumer should be defined not by location but by interest, and the newspaper should be marketed accordingly.

Under such a system, reporters would specialize by subject rather than location. Of course, such an approach is already used for such subjects as sports and lifestyles. True market centering would use it throughout.

The often pallid agricultural or church or arts page would be beefed up and the reader would be able to "order up" those pages or sections of the paper that interest him. Organization along these lines is obviously beyond the current capabilities of still-cumbersome printing and circulation processes, but the electronic revolution may soon put it within reach. ☐

SPJ,SDX keeps Greek letters, raises dues

The Greek letters have been given another reprieve.

Delegates to the annual convention of The Society of Professional Journalists, Sigma Delta Chi, voted 151-142 against a proposal to shorten the name of the organization to The Society of Professional Journalists.

Furthermore, the 20-year-long debate over the organization's identity crisis may be over for a while. The delegates passed a resolution—by 136-135—asking for a five-year moratorium on the name-change issue. The proposal was designed to eliminate "untold hours" spent at the cost of other, more important business, sponsors said.

Steven R. Dornfeld

In other action during the Nov. 10-13 convention in Milwaukee, SPJ,SDX decided to raise national dues from the current $30 to $35 Jan. 1, 1983, and to $40 Jan. 1, 1984. The $40 initiation fee will remain unchanged.

The society's board of directors earmarked $5,000 for continuing-education programs by professional chapters.

Steven R. Dornfeld, a Washington correspondent of Knight-Ridder Newspapers Inc., was elected president. He said the society in the coming year will be more aggressive in its lobbying efforts on Capitol Hill. "We were on the defensive last year and hope to be more aggressive" in explaining SPJ,SDX views in such areas as attempts to weaken the Freedom of Information Act, he said.

Dornfeld said SPJ,SDX has registered in Washington as a lobbying organization.

The new president also said that during his year in office he hopes to emphasize ethical issues, to explore the idea of local chapters holding public forums on press performance, and to implement a program to help recruit minority students into the journalism profession. ☐

APME reports released; topics include management, technology, competition

The Associated Press Managing Editors Association released its 1982 continuing studies reports at its convention Nov. 9-12 in San Diego. Following are titles of the reports and names of chairmen of committees producing them:

- Newsroom Management: George R. Blake, The Cincinnati Enquirer
- Telecommunications & Technology: Thomas W. Jobson, Asbury Park (N.J.) Press
- Sports: Robert W. Ritter, Nevada State Journal and Reno Evening Gazette
- Business and Economics: Ralph Langer, The Dallas Morning News
- General News: Trueman E. Farris Jr., Milwaukee Sentinel
- Membership & Performance: Allen F. Schmahl, The Grand Island (Neb.) Daily Independent
- Media Competition (two reports), "Who's Out There in Competition Land?" and "Cable: Here and Now!": Jenkin L. Jones Jr., The Tulsa (Okla.) Tribune
- Freedom of Information: Paul Janensch, The Courier-Journal and The Louisville (Ky.) Times
- Writing & Editing Committee (two reports), "How Right Do We Write?" and "How Well Do We Write?": Robert E. Rhodes, Corpus Christi (Texas) Caller and Times
- Minorities: C. Donald Hatfield, The Herald-Dispatch, Huntington, W.Va.
- Modern Living: Philip Bookman, Stockton (Calif.) Record
- Follow Up, in Hot Pursuit: Robert J. Cochnar, San Jose (Calif.) Mercury and News
- Foreign News, including booklets on "Getting the Story Home" and "How Well is the AP Covering Latin America?": Sidney H. Hurlburt, The Morning News and Evening Journal, Wilmington, Del.
- State News: W. Howard Eanes, Augusta (Ga.) Chronicle and Herald
- Journalism Education in the Next Decade: Robert H. Giles, Rochester (N.Y.) Times-Union and Democrat & Chronicle
- Citations: Jack E. Howey, Nixon Newspapers Inc., Peru, Ind.
- Professional Standards: Gene Foreman, The Philadelphia Inquirer
- Declining Circulation—Who's to Blame? Getting Your Money's Worth from Research: Diane Benison, The Evening Gazette, Worcester, Mass.
- Publications and Information: George R. Burg, Kansas City (Mo.) Star and Times
- Meeting the Challenges of Change: Lawrence R. Fuller, Argus Leader, Sioux Falls, S.D.
- The Photo Report: Drake Mabry, Des Moines Register.

The San Diego Union

Newly elected officers of APME are (from left) Joseph M. Ungaro, Westchester Rockland (N.Y.) Newspapers Inc., president; Ted M. Natt, The Daily News, Longview, Wash., vice president; Michael J. Davies, Kansas City (Mo.) Star and Times, secretary; W. Howard Eanes, Augusta (Ga.) Chronicle and Herald, treasurer; and James F. Daubel, The News-Messenger, Fremont, Ohio, continuing studies chairman.

'Mining Company' digs up data on morning vs. evening readers

An analysis of 82 private newspaper research reports identifies some common characteristics distinguishing readers of evening newspapers from readers of morning papers.

Published in ANPA News Research Report No. 38, "Morning and Evening Daily Newspaper Readers" is the first in a series of reports based on detailed analyses of more than 300 proprietary research studies conducted since 1971 and contributed by daily newspapers to the ANPA News Research Center.

The reports were gathered and analyzed under a new program known as the NRC Mining Company [presstime, Jan. 1982, p. 27] and funded by the Newspaper Readership Council.

The first report analyzes findings for 36 U.S. markets where readers have a choice of morning and evening dailies.

The analysis was conducted by Elsa Mohn, a doctoral student at Syracuse University's S.I. Newhouse School of Public Communications and a research assistant for the ANPA News Research Center at the Newhouse School.

She concluded that the studies "do not paint a particularly bright portrait for evening newspapers. Their strong demographic base is composed of characteristics that are on the decline or which are more closely associated with non-readers of the daily newspaper."

However, Mohn noted, the data are descriptive rather than predictive, and she said there is need for additional research focusing on why people choose morning or evening newspapers.

Among her findings were the following:

- Compared with readers of evening papers, morning newspaper readers are more likely to be better educated and have white-collar jobs, a difference that has emerged since 1978. Morning readers also tend to have no children under age 18 in the home.
- Evening readers appear to have greater interest in "soft news" than morning readers.
- Evening readers rate their paper lower in attitude evaluations and image evaluations than do morning readers.
- No consistent patterns of morning or evening readership were found that correlated with race, home ownership, type of dwelling or length of residence in a community.
- Evening newspaper readers in markets of p.m. dominance are more likely than readers of the a.m. to have lower incomes, to be married and to be female.
- Readers of whichever newspaper is dominant are more likely to subscribe to that paper and to read the Sunday newspaper than readers of the non-dominant newspaper.
- Readers of the dominant newspaper have a greater interest in sports news than readers of the non-dominant paper.
- In morning-dominated markets, morning readers are more likely than evening ones to be retired.

Copies of ANPA News Research Report No. 38, "Morning and Evening Daily Newspaper Readers," have been mailed to ANPA-member newspapers. Single copies are available from the ANPA Public Affairs Department at The Newspaper Center in Reston, Va. □

Study says newspapers still top news source

Conventional wisdom about the news business in the United States understates the durable role of newspapers and overstates reliance on broadcast media, according to a study published in The Wilson Quarterly.

Those false assumptions are distorting predictions about the future of cable television, teletext and other electronic media, said the author, Lawrence W. Lichty, a professor of communications at the University of Maryland.

Lichty delved into Simmons Market Research Bureau's 1981 study of Americans' exposure to different media. He found that the study, based on 15,000 interviews, indicates that:

- More than two-thirds of all U.S. adults read part or all of a newspaper each day.
- Fewer than one-third of all adults watch local or national television news daily.
- Fewer than one-third of all adults read weekly news magazines.

According to Lichty, the Simmons data also show that two types of people are heavy viewers of television news: older, less educated people who watch a lot of television in general, and younger, better educated people who watch little on television except news and information. The latter group also reads a lot of news reports in newspapers and magazines.

Lichty, co-author of the 1975 book *American Broadcasting*, explained that the commonly held belief that Americans get most of their news from television is based mainly on annual polls conducted by the Roper Organization since 1959. One question on the poll is, "Where do you get most of your news about what's going on in the world today?" Since 1970, the largest category of responses to that question has been "television," cited by 64 percent of the respondents in 1981. In contrast, only 44 percent listed newspapers.

"From all this, it seems clear that most people now *think* they get most of their news from TV. . . (but) this is almost certainly not true," Lichty said.

One reason for the Roper findings may be the way the question is phrased, Lichty said in a telephone interview with presstime. The poll concerns news about "what's going on in the world," while most people think of a newspaper as a local medium, he explained.

The Maryland professor noted that directly comparing the use of different media always is open to questions and varying interpretations.

Despite the difficulties of nailing down comparative research, Lichty said he hopes his article will give some prominence to the fact that newspapers still are a major source of news. "I'm only asking for a slight grasp on reality," he said.

He concluded that "most American adults get 'the news' from many sources. And judging from the 'exposure' data, most of what they get every day still comes from newspapers."

News research roundup

Daily newspapers that are beefing up **coverage of local news** may be operating under some misguided impressions of what readers want, according to a new study.

Researchers who surveyed 2,600 readers in three locations found they tended to define "local news" by topics, such as education and crime, rather than by geographic proximity. Also, readers in one Midwestern state indicated more interest in national news than "local" news.

"Indiscriminate emphasis on local news may be a mistake," the authors concluded.

"The Public and Local News" was published in ANPA News Research Report No. 37 along with another study on editorial endorsements [presstime, Nov. 1982, p. 30].

Copies have been mailed to ANPA-member newspapers. Single copies are available from the ANPA Public Affairs Department at The Newspaper Center in Reston, Va.

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"The newspaper headline, as it is employed today, is only about 42 percent efficient in conveying the idea of what the story is all about to readers."

That conclusion was drawn from a study of **how accurately readers interpret headlines**.

For the study, telephone interviewers read 10 newspaper headlines to 237 respondents. After each headline was read, slowly and carefully, the respondent was asked what he or she thought the story was about.

With a maximum score of 30 for fully accurate responses, the average was 12.64. People with high interest in and awareness of the news scored best, but no one got a 30, and two rated 0.

The authors said their 1980 study indicates headline-reading is a skill acquired by regular newspaper readers but is foreign to novices. The study, "How Comprehensible Are Newspaper Headlines?" was reported in the summer 1982 issue of Journalism Quarterly.

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Reporters may be overlooking valuable **information sources among university-based scientists**. The scientists do not have a very high opinion of newspaper science coverage, but despite those reservations, most would welcome contacts with journalists and would agree to interviews with media representatives.

This finding emerged from a 1978 survey of scientists at two Ohio universities. "Openness to further contact (with journalists) suggests that mass media publicity may be viewed as a valuable resource among researchers who depend in part on public support," according to the report.

The study, "Scientists as Mass Media Sources," was reported in the spring 1982 issue of Journalism Quarterly.

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A seven-page, step-by-step guide to **measuring reader preferences** among columns, features, advertisements or other newspaper offerings has been published by the International Newspaper Promotion Association.

"Ranking With Paired Comparisons" describes how to structure a simple survey that measures both the order and strength of preferences among various content choices. The guide includes examples of how the survey method has been used by a newspaper.

Copies of the monograph are being mailed to INPA members. They are available to nonmembers for $5 each. For more information, contact INPA at The Newspaper Center, 11600 Sunrise Valley Drive, Reston, Va.

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Writing the lead to a news story takes as much as one-third of the total time spent by the writer, and the lead is crucial not only to capture the reader but to help the writer give the rest of the story direction. Writers follow similar sequences in putting stories together: reviewing notes, planning and writing the lead, writing the story and rereading and editing.

These findings emerged from a 1981 pilot study during which three experienced newspaper reporters were observed and tape recorded as they wrote news stories. The study, "Protocol Analysis of the Newswriting Process," was published in the fall 1982 issue of the Newspaper Research Journal. The author suggested that educators teaching newswriting study more closely the total process, especially the importance of note-taking and memory. ☐

AP guide attacks 'bloated language'

"Bloated language is all around us," states Jack Cappon, author of *The Word: An Associated Press Guide to Good News Writing.*

Cappon, AP general news editor, says, "Reporters are professionally exposed to this strangling diction. Their job is to convert it into plain English. Unfortunately, many come down with a bad case of verbiage themselves, and then precision, clarity and grace desert them."

In the newly published handbook, Cappon offers new and seasoned journalists alike a straightforward approach to good news writing. "The book is extended shoptalk—a continuation of the discussion, formal and informal, with newswriters intent on improving themselves in their craft," he says.

The 140-page guide addresses such topics as story organization, leads, quotes, avoiding cliches and wordiness, and feature writing.

Cost is $2.50 plus postage or shipping for AP-member newspapers; $4 plus postage or shipping for others. The book is available from AP Newsfeatures, 50 Rockefeller Plaza, New York, N.Y. 10020. ☐

Media cases studied from Warren Court

U.S. Supreme Court decisions affecting First Amendment rights from the 1960s through 1981 are examined in *The Mass Media and the Supreme Court: The Legacy of the Warren Years.*

The majority of the cases concentrate on such First Amendment issues as censorship, privacy, newsgathering, prior restraint, public access and libel.

In addition, the 463-page paperback contains 23 articles reprinted from selected publications. Among them is "Litigious Age Gives Rise to Media Law," by presstime staff writer C. David Rambo, which appeared in the November 1981 edition of presstime.

The book is available from Hastings House Publishers Inc., 10 East 40th Street, New York, N.Y. 10016. Cost is $22.50. ☐

SAU group urges standardized pages

The Standard Advertising Unit system would be expanded, and broadsheet newspapers would be asked to standardize page width, web width and advertising column width, under a plan developed by a key industry group.

The voluntary but far-reaching plan of the newspaper industry working committee will be received by the ANPA Board of Directors at its Dec. 1-2 meeting in New York City. The working committee has spent more than a year considering expansion of the SAU system to all display advertising [presstime, July 1982, p. 15].

The Board is not expected to take action on the initial proposal until its meeting Jan. 31-Feb. 2 in Hawaii. Then the working committee may receive authorization to circulate the proposal to newspapers and advertisers, asking for agreement on the basic thrust of the recommendations and for possible improvements.

Based on the comments received, the committee expects to make a final proposal to the ANPA Board at its April meeting. If a voluntary standardization program is proposed, and if the Board approves it, the committee estimates it could not be fully implemented before July 1984.

The proposal recommends that:

- All broadsheet newspapers voluntarily adopt as standards a page image width of 13 inches, a web width of 55 inches for four-plate-wide presses and 27½ inches for two-plate-wide presses, and a six-column advertising format with each column measuring 2 1/16 inches in width. The original SAU system had experienced problems with "float"—white space left around advertising placed as SAU units; standardization of page and column sizes will eliminate that problem.
- The column inch become the standard unit for newspaper advertising measurement and billing, with quarter-inch increments. The committee would establish a "Newspaper Advertising Unit" as a unit one inch in depth by 2 1/16 in width—the proposed, standardized column width.
- The SAU system be expanded from 25 sizes, or "modules," to 56.
- A standardized rate card format recommended by the International Newspaper Advertising and Marketing Executives be adopted voluntarily. INAME recommends cards be a standard 8½ by 11 inches with three holes punched along the 11-inch side to fit into standard three-ring binders [presstime, March 1982, p. 23].

The rate cards, and listings in Standard Rate & Data Service Inc.'s Newspaper Rates and Data, would include, for each class of advertisers, the dimensions of the page in inches, the number of column inches in a page, the rate per column inch and applicable discounts if any.

The committee proposal does not contain any recommendation for standardizing column depth or press cut-offs. It says newspapers, if they wish, can make up to their full depth. However, the full-depth SAU units are 21 inches, which, the committee says, fit all broadsheet newspapers.

Because of the varying press cut-offs used by newspapers, the committee abandoned any attempt to devise SAU units that would be modular for all newspapers. However, the expanded 56-unit SAU system would contain several units that would be modular for a 21-inch-deep printed page—that is, they could be stacked in building-block fashion to exactly fill a page.

In the expanded standard-ad system, modules are designated by their width and depth. For instance, the module measuring 5 columns by 14 inches deep is called "SAU 5-14."

The committee would allow the modules to be added to in quarter-inch increments to accommodate advertising that requires lists, such as movie ads.

The committee has not resolved problems of integrating tabloid newspapers into the system, and the committee will seek continuing authorization from the ANPA Board to meet with tabloid publishers.

The SAU system was adopted by the ANPA Board in December 1980 and took effect the following September. It was designed to help national advertisers cope with varying newspaper formats.

At the Southern Newspaper Publishers Association's annual convention Nov. 14-17 in Boca Raton, Fla., Hugh B. Patterson Jr., president and publisher of the Arkansas Gazette, advanced an alternative to the committee's proposal. He endorsed the committee's recommended standard web, image area width and column widths, but suggested a plan based on a unit one column wide by 25 agate lines deep. Twelve units would fit in a 21½-inch-deep image area (300 agate lines). He also advocated keeping the agate line as the standard unit of newspaper advertising measurement.

The Patterson proposal had been discussed by the working committee. ☐

Press questions city's shared-mail scheme

A new form of shared-mail advertising is enjoying success in Oregon City, Ore., and the community's newspaper and the Oregon Newspaper Publishers Association are concerned about it.

The Oregon City Water Commission in June began including advertising coupons with its monthly water bills, which are mailed under first-class, presorted rates. The coupons are ordered by local businesses and prepared by Northwest Coupon Advertising, an Oregon City firm that used to mail coupons using third-class bulk rates.

Northwest Coupon Advertising pays the city 40 percent of the proceeds from the coupon sales, according to City Manager Gerald Pecinovsky. During the first four months of the piggyback project, the advertising funds covered the postage costs of mailing water bills and produced a windfall of $607.79 for the 14,980-population city. The plan won Oregon City a community service award at a recent meeting of Oregon local governments.

ONPA Executive Director David Bennett, questions whether a public utility company should use its billing system to compete for advertising with local media. Jon White, general manager of the Enterprise-Courier, is exploring what his newspaper can do to express its concern.

Pecinovsky says that Northwest Coupon Advertising has not lowered its ad rates since the experiment began. A U.S. Postal Service spokeswoman said the Oregon City experiment likely does not violate postal rules.

Lawrence K. Altman

This medical reporter really knows his stuff

By C. David Rambo
presstime staff writer

It was always expected that Larry Altman, son of the leading radiologist in Quincy, Mass., would follow in his father's footsteps and achieve prominence as a physician.

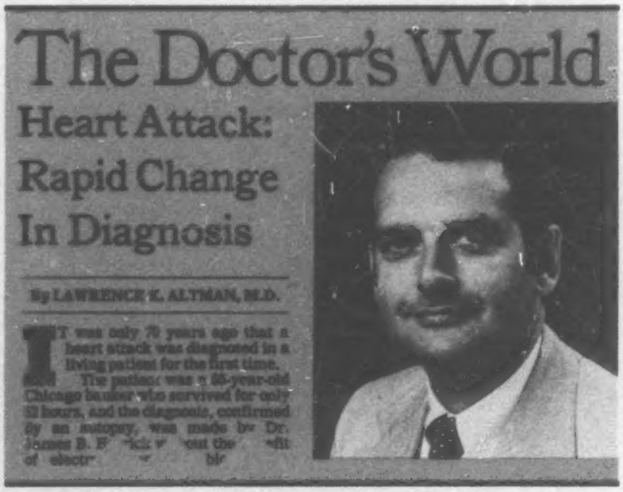
But given the junior Altman's penchant for newspaper reporting, it would have been just as logical for him to become a newsman of equally high stature.

As it turns out, Lawrence K. Altman, with the backing of his father as well as editors of The Patriot Ledger in Quincy, where he worked as a reporter during college, got the best of both worlds. Altman since 1969 has served The New York Times as science reporter—covering medical issues, chiefly—with the advantage also of being an accomplished physician.

He is believed to be the only full-time newspaper reporter who also is an M.D. There was one other player in his league, Dr. Susan M. Okie at The Washington Post, but she currently is on leave from the Post to finish her residency in family practice at Hartford Hospital in Hartford, Conn.

Okie says she first met Altman in 1976 in Philadelphia, where they both were covering the outbreak of "Legionnaire's disease." "There's a need for much more sophistication in this type of reporting," she says, and Altman "makes a tremendous contribution."

"I always thought I would write in medicine," says the soft-spoken Altman, 45, whose specialty is internal medicine. He has pursued what he sees as a "void" in the coverage of medical issues, one that needs to be filled in light of heavy public funding of medical treatment and research. Consequently, he has delved into the complexities of health care costs, organ transplants, heart ailments, medical school issues, ongoing public-policy debates over medicine and countless other health topics.



The Doctor's World

Heart Attack: Rapid Change In Diagnosis

By LAWRENCE K. ALTMAN, M.D.

The New York Times

Perhaps of most value is his ability to write about these scientific subjects in a straightforward way that most readers can understand. Altman says that when he writes, "I try to talk as if I'm trying to explain it to a patient."

For example, in a recent story on transplants, Altman soothed his readers with this lead: "Transplants of several types of organs have surged dramatically in numbers in recent months. Survival rates have improved as well." And there was this easy-to-swallow prescription leading off Altman's science-section column, "The Doctor's World": "One of the most valuable diagnostic procedures doctors can do is free of risks, involves no advanced technology and costs only the time it takes to ask pertinent questions. . . . This procedure is the taking of the family history. . . ."

Altman's style is rooted in his days at The Patriot Ledger, where he wrote sports and features and worked the city desk. His first editor, John R. Herbert, who now is president of the Quincy Cooperative Bank, says Altman was "very perceptive" and versatile. "I could trust him with almost any kind of a story."

At the same time, Altman was earning an undergraduate degree in government (and working for the Lampoon) at Harvard, where he graduated in 1958 cum laude, and his medical degree from Tufts University, where he graduated in 1962.

His path to the Times newsroom included several intermediate stops. In 1962-63, he was an intern at Mount Zion Hospital in San Francisco. He then served with the U.S. Public Health Service in Atlanta as editor of the Morbidity and Mortality Weekly Report, a journal dealing with reported cases of communicable diseases. Altman describes MMWR as "simply an archival publication" until he used "straightforward journalism techniques" to "turn it into a newspaper."

Writing in that publication, he broke the story of an outbreak of German measles simply by calling local health departments and employing standard interviewing techniques. "The journalist sees an event and formulates a lot of questions and puts them in a report," the doctor explains. "So, too, does the researcher. The techniques are similar if not the same."

While with the Public Health Service, he also helped set up a measles immunization program for eight West African countries that later was merged with the World Health Organization's smallpox eradication program. Eventually, he became chief of the PHS Division of Foreign Quarantine in the Epidemiology and Immunization Section in Washington. Altman from 1966-68 was a resident at the University of Washington Affiliated Hospitals in Seattle, where he became a senior fellow in medical genetics.

He joined the Times in 1969. His reporting there—sometimes with the "M.D." in the byline, sometimes without—has won the Claude Bernard Science Journalism Award twice: for articles on dogs that developed cancer after being taught to smoke, and on an experiment showing alcohol liver damage in baboons.

Although Altman, who is single, lists his off-work pleasures as skiing, golf and backpacking, he says he has been too busy for that the last couple of years. He has been working on a book on doctors who experiment on themselves.

Altman also practices medicine occasionally at New York University Medical Center and is a clinical assistant professor at the New York University Medical School, an unpaid position. ☐

The reality behind the cable TV boom

By Stephen R. Effros

There's a boom in the cable television industry. The "wired nation" is right around the corner, and competition for city franchises is so fierce there is bound to be a scandal to uncover. The winner of an urban franchise can be expected to make millions. After all, that is what the headlines in the papers say.

The fact is, dear editors and reporters, the cable television industry presently projects indebtedness of $3.9 billion by the end of this year. Yes, that's *billion*. Yet you don't see that headline in many papers. You see the projection that a new franchise winner could make $275 million over the life of his newly won, 15-year franchise, but you are not told that if the winner's revenue projections are as little as 5 percent too high, the franchiser stands to lose even more than that amount.

What's going on? Why is there such an overblown view of the cable television industry in the United States today? I would suggest that it really goes farther than just the cable industry—that in fact, the American public has very little knowledge of the entire communications industry and cable is just the leading edge at the moment. The newspaper industry appears to have a particular blind spot in that area—after all, why else would newspaper executives be in such a panic about cable television and about the prospect of "videotex" or "teletext" competition?

While you rarely hear or see reports on the differences, there are really two different industries out there that somehow have fallen under the generic term "cable television." There is the industry that is well-established outside the top 20 or so metropolitan markets. It has been growing and flourishing for many years, bringing entertainment services to subscribers who had limited means of getting them any other way. Then there is the industry we are all reading about—the cable television competition for the major urban markets—the "broad-band," "wired nation," we-can-do-anything-just-let-us-have-the-franchise operators.

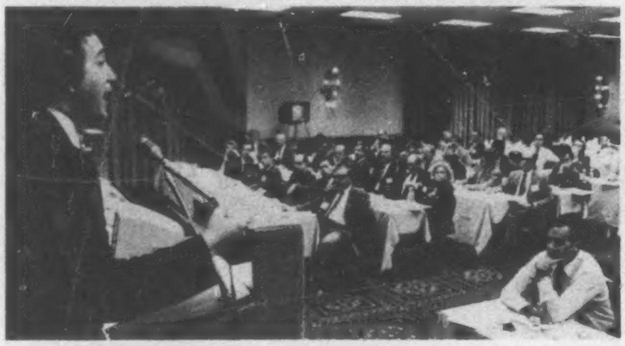
That is not really fair, because in most cases these days, it is not the operator promising lots of things. It is the city officials, the cable television advisory groups, the educators and the library councils who are establishing the basis for the bidding. Yes, some companies are still going along with the bid/promise cycle, but fewer and fewer are willing to do so.

Why? Because the promises in the urban areas—the prospects for a super-sophisticated communications system making a lot of money while solving our social ills—are unrealistic. There is more hype than hope.

Why would a representative of the cable television industry "go public" with information like this? Well, to begin with, I represent the independent, smaller operators—the ones who have been making this business successful for some time now. The "big city," broad-band communications systems are a new breed, one that admittedly is an outgrowth of the traditional industry but one that is very different as well.

The problem for the traditional industry is that because of the fierce franchise battles, because of the bidding wars, and, yes, because of the terrible reporting, the public now believes that all those promises made in the big cities will apply to cable television nationwide. They will not. As a matter of fact, most of those promises are still just that: promises.

I, and the association I represent, are not against the urban franchise operators. We do not oppose the major, multiple-system operators. On the contrary, we hope they will succeed. However, we are doing everything in our power to educate people about the fact that the urban broad-band system is not a model for the entire nation. We are not sure it is even the model for the big cities! Big-city cable is a highly speculative risk.



Charles Osgood, Chicago Tribune

Effros addresses November's ANPA/NAB cable seminar in Chicago.

What is that risk? Well, as just one of many examples, the operators are either promising or being forced by the franchise requirements to supply "addressable two-way" systems. However we do not have addressable technology that really works yet. The assumption is that pay-per-view programming will generate great new profit centers that will help pay for the vastly more expensive equipment. But how many boxing matches or non-blockbuster movies would you pay for each month?

Then there is the assumption that teletext and videotex will bring in lots of additional needed income. But the computer-interlinked networks that use the telephone system already are having trouble retaining subscribers among a group, the "computer nuts," that you would think would be the first to subscribe.

How about the theory of electronic banking? When it comes right down to it, do you want to give up your three-day "float"?

I am not saying that the cable industry in the big metropolitan areas is doomed. There will be lots of competition—MDS, STV, SMATV, DBS, LPTV—and if you don't know what those letters stand for, you had better do some more research before publishing your next article on cable. And there is lots of speculative risk. But they may well make it. We will have to wait and see.

In the meantime, there should be growing appreciation for the risk that is being taken and for the implications of forcing a new technology to take on more than it can really do, at least on paper—and in the papers. ☐

Effros is executive director of the Washington, D.C.-based Community Antenna Television Association, which represents primarily independent cable operators.

Programs jell for observance of first-ever National NIE Week

Newspapers in 46 states and four Canadian provinces will participate in the first National Newspaper In Education Week Feb. 21-25.

The observance will provide newspapers, state press associations, reading councils and school districts an opportunity to spotlight projects using newspapers in the classroom to help teach reading. NIE Week is being cosponsored by ANPA Foundation and the International Reading Association [presstime, July 1982, p. 38].

The decision to hold NIE Week nationally was based on results from pilot programs in Evansville, Ind., in 1980, in Indiana statewide in 1981, and in five Midwestern states last February.

"NIE Week was successful in the pilot areas because of the dedication and cooperation between educators and newspapers," said ANPA Foundation manager/education services Linda B. Skover.

"We hope the national observance of NIE Week will create awareness among newspapers and reading teachers of the various uses of the newspaper, in addition to stimulating interest for continued use during the school year," she added.

"A lot of good things will be happening here" during 1983 NIE Week, said Jan Fenholt, NIE coordinator at the Columbus (Ohio) Dispatch, which participated in the regional NIE Week last year.

Among activities planned at the Dispatch are: a design-an-ad contest aimed at middle and high school students; an editorial cartoon contest; book reviews, written by students and published in the newspaper; and letters to the editor.

Jim Abbott, consultant for Maine's statewide NIE program, said "every daily in Maine" has agreed to "some type of special activity," such as special sections, extra news space, or editorial comment about children and newspapers.

"We already have the endorsements of the commissioner and state board of education and are awaiting approval of a gubernatorial proclamation," he said.

Jill Armstrong, NIE coordinator with the Rocky Mountain News in Denver, reported similar preparations for NIE Week.

"Our NIE Week committee has received a proclamation from the governor and is planning to use that in an advertisement which will be offered to all of Colorado's newspapers," she said.

Armstrong will conduct teacher workshops and make presentations to various reading councils on the methods and benefits of NIE.

NIE specialists in many other parts of the country are making similar plans. ☐

NIE conference scheduled for Washington

"Challenges of the '80s" will be the theme for the 1983 Newspaper In Education Conference sponsored by ANPA Foundation.

Among the topics for discussion at the March 31-April 1 conference in Washington, D.C., will be trends in education, minimum competency tests and the newspaper, marketing NIE, telecommunications, designing an NIE workshop, the First Amendment, National NIE Week and state and regional NIE programs.

Registration is $250 ($275 after Feb. 25) for employees of newspapers and educational organizations, and $375 for suppliers of NIE materials and services. This covers all materials, plus the keynote banquet and lunch the following day, but not accommodations at the conference hotel—the Holiday Inn-Capital.

For more information, contact Lauren Quaglia at the Foundation, The Newspaper Center, Reston, Va. ☐

Publication goes quarterly

The School Press Review, a publication of the Columbia Scholastic Press Association, has become a quarterly. The magazine had been published monthly during the school year since 1925.

A principal reason for the change was the increases in second-class postal rates that doubled mailing costs, according to CSPA Director Edmund J. Sullivan. ☐

Applications open for first '83 group of minority fellows

ANPA Foundation will award up to nine minority fellowships to journalists and journalism educators to attend newspaper business seminars the first six months of 1983. Jan. 14 is the deadline for submitting applications.

The program is aimed at widening minorities' avenues into newspaper management.

Newspaper executives and journalism school administrators are encouraged to nominate candidates. Self-nomination, with a supervisor's recommendation, also is acceptable. Students are not eligible for the fellowships.

The program pays travel, lodging, meals and fees.

Thirty fellows have attended seminars since the Foundation began the program in January 1981.

The seminars [presstime, Sept. 1982, pp. 16-17] are:

- **ANPA Management Development Workshop,** Chicago, Feb. 7-11.
- **ANPA Telecommunications Symposium,** New Orleans, March 2-3.
- **ANPA Conference for Newspaper Men and Women,** St. Petersburg, Fla., March 13-16.
- **American Press Institute Improving Reporting Skills Seminar,** Reston, Va., March 13-18
- **ANPA Labor Relations Seminar,** Chicago, March 20-24.
- **ANPA/International Newspaper Promotion Association Newspaper Executives Marketing Seminar,** Houston, March 20-26.
- **ANPA/RI Management Introduction to New Technology Seminar,** Easton, Pa., March 21-25.
- **ANPA/ASNE/APME Leadership in the Newsroom Workshop,** San Francisco, April 11-13.
- **ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association Circulation Managers Workshop,** Washington, D.C., May 9-11.
- **API Newspaper Design Seminar,** Palo Alto, Calif., June 19-24
- **Newspaper Personnel Relations Association annual conference,** Washington, D.C., June 26-29.

For application forms and further details, contact Nancy Osborn, ANPA Foundation, The Newspaper Center, Reston, Va. ☐

Boston University weighs offer of ACEJMC provisional status

The Accrediting Council on Education in Journalism and Mass Communication has reversed itself and offered provisional accreditation to Boston University's School of Public Communication.

The school and its 11 individual sequences had been denied accreditation or reaccreditation earlier this year [presstime, June 1982, p. 25]. On appeal, the ACEJMC reversed its decision Oct. 17.

Dean Bernard F. Redmont said in late November that a decision had not yet been made on whether to accept provisional accreditation. He said the school was awaiting answers to questions it had posed to the council.

Provisional accreditation is granted for a year if there is assurance that deficiencies will be corrected expeditiously. It would involve a revisit to the school by an ACEJMC accrediting team.

At its October meeting, the ACEJMC also adopted a statement rebutting charges by Northwestern University President Robert H. Strotz concerning a reaccreditation flap involving that institution's graduate journalism program.

The program was dropped from the list of accredited J-schools last February when Strotz withdrew the school's request for reaccreditation. Strotz did so while the ACEJMC accrediting team was on campus, and he cited the team's insistance on information on faculty salaries.

The council said that in subsequent correspondence Strotz implied "that the team's principal interest was salary information and that it was not concerned with the quality of education." It called the charge baseless.

A university spokesman in late November reiterated to presstime Strotz' position that salary information was a "primary focus" of the accrediting team.

Strotz also said in his correspondence he would use his position as chairman-elect of the Council on Postsecondary Accreditation "to resist the selfish and irrelevant pressures brought by certain accrediting agencies on colleges and universities."

The council statement, written by accrediting team chairman Reed Sarratt, said that the team, itself, had given "serious consideration" to cancelling the visit, not because of the salary information but because of "major questions" that had to do with the ACEJMC unit rule and internship-credit rule.

The unit rule refers to an ACEJMC guideline that more than 50 percent of the students in a school or department of journalism should be in accredited or accreditable programs. The internship-credit rule specifies that no more than 10 percent of a student's journalism and mass communications credits can be earned through internships.

The council said the questions had been unresolved since January 1980 when the school had originally requested and then postponed the accrediting visit.

In an ACEJMC-related development, the Gannett Foundation Nov. 12 endorsed the council's work and awarded a $15,000 grant in support of its activities. Gerald M. Sass, Gannett Foundation vice president/education, said the foundation uses the ACEJMC accreditation standards as guidelines to be met by schools applying for grants, even if they have not sought accreditation. ☐

Fund drive launched for McKnight scholarships

A drive has begun to fund a scholarship program in the name of C. A. "Pete" McKnight at the University of North Carolina School of Journalism.

McKnight is former associate publisher of The Charlotte (N.C.) Observer, former editor of The Charlotte News and former project director of the American Society of Newspaper Editors. He suffered a stroke about a year ago, shortly after his retirement from ASNE.

A $30,000 goal has been set to permanently endow two scholarships, one for an in-state student and one from elsewhere.

Tax deductible contributions (checks made payable to the C. A. "Pete" McKnight Scholarship Fund) may be sent to Dean Richard R. Cole, School of Journalism, Howell Hall 021A, University of North Carolina, Chapel Hill, N.C. 27514. ☐

Student surrenders newspaper copy to naive robber

By Bob Levey

©The Washington Post

Next time someone tells you that newspapers aren't worth the fish they wrap, trot out this tale. It stars Joan Fomace, a senior at Catholic University in Washington, D.C., who thought fast when she had to.

Joan is the distribution manager for CU's student newspaper, The Tower. Like every college paper I've ever been near, The Tower often treats deadlines as advisories, not commands. So it was no surprise to find Joan heading for the printer at 6 o'clock one recent morning, not at midnight, as the schedule said.

She was carrying in her arms all the stories and all the ads for the Oct. 15 issue, which was scheduled to run 28 pages, the biggest issue of the year. The sun was just thinking about coming up when Joan walked up to her car, which was parked in a lot near her apartment.

A man materialized out of nowhere. Holding his jacket over his right fist as if he were concealing a gun, he announced a holdup.

"But I have no money," Joan told him. The guy looked vexed. So she added: "But I'll go up to my apartment and get some if you want to wait."

The guy thought about this for a second. Then he said okay, but only if Joan left behind something of value.

Her life perhaps depending on it, Joan offered him her armful of stories and ads. The guy accepted.

Of course, Joan immediately ran to call the police as soon as she was out of the holdup man's sight. By the time the cops arrived, he was nowhere to be found.

Neither was The Tower material, naturally. Her roommates were relieved that Joan wasn't harmed. But there were no carbon copies or photocopies of The Tower stuff. What to do? Publish 28 pages full of "Compliments of a Friend?"

A cop made that question moot about an hour later. He found all The Tower copy in some bushes beside the parking lot. The Oct. 15 issue came off the presses as if there were never any doubt.

Computerized circulation comes of age

By Elise Burroughs
presstime staff writer

A computerized circulation marketing system "is no longer a luxury, it is a must for all newspapers that plan to compete in today's changing environment."

That recent assessment by Donald Hollomon, circulation manager for The Columbus (Ga.) Enquirer (morning, 31,993) and The Columbus Ledger (evening, 25,409) appears to sum up the attitude of a growing number of newspaper executives.

Companies that supply circulation information systems report a surge of interest recently in purchasing or upgrading computer systems. Not surprisingly, much of the interest has been stimulated by the competitive threat of marriage mailers who offer advertisers delivery to all residents of selected areas.

Some newspapers have begun total-market-coverage programs even without a computer, simply by having carriers periodically deliver certain advertising vehicles to every house on their routes.

However, many newspaper executives believe such efforts will not long satisfy the increasingly sophisticated demands of advertisers. Some newspapers already are targeting advertising by delivering it to ZIP Codes and census tracts with desirable demographic characteristics. Many believe successful newspapers of the future will have to go even further, and they are investing in software capable of targeting consumers by demographic variables, such as income or ethnic background.

A mini-survey of newspapers earlier this year by the International Circulation Managers Association found that 239 of the 285 responding used computers for circulation information, including 95 percent of the responding newspapers with circulations of more than 100,000 and 81 percent of those with circulations between 10,000 and 99,999. Of those currently without computers, 75 percent said they plan to invest in a system. A similar ICMA survey in 1979 had uncovered only 57 computerized circulation departments.

Because there is a certain uniqueness to each newspaper's circulation methods, some papers wrote individually tailored software themselves. "We just grew like Topsy," says Jane Tracy, customer service department manager for The Post-Standard (morning, 78,917) and Syracuse (N.Y.) Herald Journal (evening, 106,443).

Executives say that as newspapers become more involved in coordinated marketing, a standard circulation package that can be meshed with other departments becomes imperative. The Syracuse dailies, like many others, are switching from home-grown circulation systems to an integrated commercial package.

Changing requirements. Circulation departments first turned to computers during the late 1970s mainly to aid in:

- Carrier accounting
- Audit Bureau of Circulations recordkeeping
- Analyzing customer starts, stops and complaints
- Keeping track of routes and delivery zones [presstime, Oct. 1979, p. 38].

As newspapers were prodded to offer TMC, computer use was expanded to include names, addresses and households in subscriber and nonsubscriber files [presstime, Jan. 1982, p. 26].

Today, growing numbers of newspapers are using sophisticated, complex computer systems for all those uses plus:

- Billing customers under pay-in-advance arrangements.
- Analyzing single-copy sales
- Sorting and printing labels for mail deliveries.
- Gathering management information for sales and marketing campaigns
- Identifying consumers who live in specific ZIP Codes, census tracts and other geographic areas, or who have certain demographic characteristics.

More than a dozen companies currently offer computer systems for newspaper circulation departments, and executives say most of those on the market have the above-listed capabilities. Costs range from $7,500 for software designed for newspapers of up to 40,000-circulation to a half-a-million dollar system including computers that will take care of a major metropolitan daily. Most systems are custom-tailored to a certain extent. Service, training and enhancements are available from vendors for an annual fee, typically about 10-12 percent of the purchase price. Many of the circulation system suppliers also offer software for advertising billing, accounting and other business functions.

Suppliers specialize. Some companies, such as Applications Unlimited of Sacramento, Calif., are focusing on news-

The Lexington (Ky.) Herald-Leader uses the Collier-Jackson circulation computer system.

papers in the circulation range of 200,000-400,000. AU has installed systems at The Sacramento Bee (morning, 219,856) and The Washington Post (morning, 726,009) and currently is working with the Syracuse, N.Y. newspapers. Its system, which includes a Four-Phase 495 computer, costs nearly half a million dollars.

Users Systems Services Inc., which uses Burroughs 2900 computers, has had systems installed at the New York Post (all-day, 960,120), the San Antonio (Texas) Express (morning, 83,291) and News (evening, 73,762), and the Dallas Times Herald (all-day, 269,409). USSI computer systems are most cost-effective for newspapers of more than 100,000 circulation. The price of its circulation software starts at $100,000, while Burroughs computers range in price from $18,000 to $90,000, depending on storage capacity, terminals and the number of functions being performed simultaneously.

CIRC Inc., of Raleigh, N.C., recently signed an agreement with Los Angeles-based Peat, Marwick, Mitchell and Co., which will market and install CIRC's circulation software systems. CIRC's system was designed for Hewlett-Packard computers, but now it may also be used on IBM hardware. CIRC has sold about a dozen of its systems to larger dailies, including the Toronto Globe and Mail, the Baltimore Sun and the Fort Worth Star Telegram.

Other suppliers, such as Stauffer Media Systems of Joplin, Mo., have targeted smaller newspapers. Stauffer has sold its system to more than 60 newspapers in the 10,000-40,000 circulation range. In October 1981, Mycro-Tek Inc. became the sole marketing supplier for Stauffer business software, which includes accounting and advertising packages as well as circulation.

Stauffer software may be used only on a Burroughs computer. However, Mycro-Tek has developed an interface that allows the exchange of information between Stauffer circulation software systems and a variety of front-end computer systems.

The Stauffer circulation software package sells for about $7,500.

LAN Systems Inc. of Roseville, Minn., which also uses Burroughs computers, has been offering circulation systems since 1976. Its circulation software has been installed at 20 small and medium-sized newspapers, according to LAN President Thomas L. Dietsch. Currently, the company is preparing a program that will allow workers to call up subscriber information using an address as well as a name. LAN circulation systems begin in the $7,500-$12,500 range and rise with the cost of the hardware used.

Vision Data Equipment Corp. of Albany, N.Y., also is focused mainly on smaller circulation newspapers. Vision Data software, which is used on Digital Equip-

Computer helps solve daily's TMC problem

By Tom Walker
presstime staff writer

Point A: About two years ago the Concord (N.H.) Monitor (evening, circulation 20,992) realized it was losing some of its preprint market to large mailers because the newspaper could deliver only to its subscribers.

Point B: Now the Monitor offers preprint advertisers access to virtually every household in its coverage area at lower rates than they can get from big direct mailers.

Getting from Point A to Point B wasn't easy, but a computer system made it possible, says James P. Durand, distribution manager.

The newspaper didn't start with a computer system, though. First it tried to counter the big mailers by zoning to the route level. "We were able to protect the bulk of the preprint business, but we knew it would not be on a long-term basis," Durand says.

The way to keep the preprint business, the newspaper realized, was to go to total market coverage. To help them do this, newspaper officials purchased a Hewlett-Packard 3000 computer with software written by Collier-Jackson, a computer software firm.

Now, says Durand, "The computer is handling all of the circulation information. The system generates all of our traffic, including the starts, stops and complaints."

The system also computes changes in the draw (number of papers on a given route) and truck manifests. It prepares a list for bundle labels. It maintains a history of each day's draw and can supply Audit Bureau of Circulations and other reports. It even provides carrier bills.

In order to provide TMC, the newspaper needed to identify every household in its coverage area, including rural households. "We used just about every means available. We used every directory we could find. We walked routes," Durand says.

Getting information on rural households presented a particularly tough problem. It's one thing to get numbered street addresses or post office boxes, but a rural house may lack a specific street number, he notes.

The newspaper turned to the U.S. Postal Service for help.

Regulations require the post office to offer what is called a "sequencing service." The newspaper provides a list of households on a given route, and the letter carrier deletes incorrect addresses and adds those not included on the newspaper's list. But the USPS performs this service only if the original list appears to be at least 90-percent accurate, Durand says. And until the Concord paper appealed, the Postal Service was not willing to extend this service to rural areas.

After months of discussion, the Postal Service relented and extended the service to rural areas. And because it's easy to get very accurate household identification information in the urban areas, the entire list has remained above the 90-percent cut-off rate, Durand says.

The newspaper also is converting rural subscribers to a paid-in-advance system, one benefit of which is "exact mailing information," he says.

Now the newspaper has a system that "on any given day is as accurate as it can be. And by the end of the year," Durand says, "we will have perhaps no more than a 5-percent inaccuracy rate."

He points out that the computer has not saved any money in the circulation department; it has not resulted in a reduction in personnel. "The scheduling of work within the circulation department has changed radically" from the manual process, Durand says. "We found that time saved in one area was taken up in increased time spent in another."

ment Corporation's PDP and VAX computers, has been installed at about 45 daily newspapers, with circulations ranging from 5,000 to 70,000, and at an Albany, N.Y., 300,000-circulation shopper. Prices vary, depending on features selected, but range from $20,000 to $200,000.

Flexibility available. There are some vendors whose systems may be used on a wide range of newspapers. "It's hard to believe, but we've sent the identical software to newspapers of 15,000 to 500,000 circulation," reports David L. Sloan, manager of the newspaper systems division of Collier-Jackson Inc.

Collier-Jackson initially worked with a number of newspapers, including three dailies in the Knight-Ridder Newspapers Inc. group, in developing its circulation system. Because there are so many differences among circulation departments, Collier-Jackson developed a variety of ways to perform each circulation function, according to Sloan. That flexible system, which may be used on Hewlett-Packard, VAX and UNIVAC 1100 computers, has been installed at 44 newspapers (see story, previous page). The circulation package costs $40,000, while the computers range in price from $125,000 to $320,000.

Another company that serves a range of circulation sizes is Creative Data of Overland Park, Kan. It has installed about 28 systems at newspapers under 50,000 circulation using IBM System 34 computers, which cost around $90,000. During the past year, Creative Data also has installed systems at about six newspapers of more than 50,000 circulation using larger IBM System 38 computers. They cost between $185,000 and $230,000.

Business Controls Corporation of Englewood, N.J., has installed circulation information systems at about a dozen newspapers and is still in the market for new customers, despite the fact that it filed for a Chapter 11 reorganization in September. The reorganization is allowing the company to terminate some unprofitable areas so it can concentrate on its newspaper business systems and other more profitable ventures, according to BCC President David Hirschfeld. BCC's system uses Digital Equipment Corp. computers, and while most of those installed so far have been at newspapers of more than 40,000 circulation, the software is applicable to smaller and larger newspapers, too.

Lee Enterprises of Davenport, Iowa, also is in the business. It has a subsidiary, Lee Interactive Newspaper Software System, which, like Creative Data, uses IBM System 34 and System 38 computers. The software may be used by newspapers in the 10,000 to 200,000 circulation range; nine already have purchased it.

One of the newest entries in the circulation computer game is Whalen Computer Services of Millbrook, N.Y., which began offering computerized business packages about two-and-a-half years ago. Whalen has developed a series of circulation modules that will serve anything from a small, mailed weekly to a daily of 250,000 circulation. Since it began the systems a year ago, nine have been installed at Gannett newspapers, including USA Today, and about 10 at other dailies and weeklies.

Trends. While currently available circulation systems are giving newspapers the capability of delivering advertising to customers targeted demographically, there are few requests for such service yet.

Demographic information gathered about households can be useful, however, in targeting a newspaper's own marketing efforts. For example, in Columbus, Ga., home of Fort Benning, the newspapers are building a file that will identify residents who are active or retired members of the military. Those residents then will be the target of sales efforts to increase circulation of a newspaper publication specializing in military matters.

There is another reason why computer circulation systems currently are a hot item, however.

"A lot of newspapers have come to the conclusion that it is too dangerous to have their only contact with customers come through a 12-year-old boy," says Robert Whalen, president of Whalen Computers.

Faced with static circulation and declining penetration, newspapers have once again focused on the quality of their delivery service as one key to obtaining and keeping regular readers. For many, it has meant exerting more direct control over sales and delivery.

Many publishers and circulation directors say computers are the only way for most dailies to handle the wealth of data necessary to track stops and starts, respond to complaints, organize single copy sales, provide for accurate direct billing and otherwise bring professional marketing to newspapers' dealings with their readers. Systems that allow easy access to subscriber information and that can be updated quickly in one transaction are in demand at the moment.

Many newspaper executives say computerized circulation information systems, which began as internal management tools and evolved to meet demands from advertising customers, will in the future be crucial in further improving service to reading customers, too. □

Symposium delves into computer basics

Applications of the growing number of computerized circulation systems were highlighted at the recent Circulation Systems Symposium in St. Louis.

The symposium emphasized details of how to select systems, what problems can be expected in getting such systems up and running and necessary safeguards.

Sessions were devoted to the bonuses and drawbacks of office pay and paid-in-advance systems; marriage mail; marketing and accounting functions; mailrooms; subscriber service; and the need for internal controls on computerized systems, including restrictions on access to customer information, rules on who can change information and, wherever possible, requirements that anyone who makes a change leave some identification.

Other areas covered included single copy sales, using a computer to apply 1980 census demographic data to households, upgrading existing systems, the management information that computer systems generate, the retailer's perspective and a roundtable for beginners.

The symposium was sponsored by ANPA, the International Circulation Managers Association, the Institute for Newspaper Controllers and Finance Officers, and the Equipment and Systems Development Committee of the Newspaper Readership Project.

Copies of the 14 individual symposium presentations are available on tape recordings for $7-14 each, or for $105 per complete set, from ACTS, 1025 E. Clayton St., Suite 12, Ballwin, Mo., 63011. □

ABC may amend reporting system for bulk sales

The Audit Bureau of Circulations is drafting a proposal to change its half-century-old rule on reporting newspaper bulk sales. It also plans to require newspapers to report circulation by ZIP Code within the next three years.

These are among the actions affecting newspapers taken in New York City at November meetings of the ABC divisions and Board of Directors.

The proposal to report bulk sales in Paragraph 1 of ABC reports, and to include a new paid circulation total including bulk sales, produced heated debate at the ABC Newspaper Division meeting.

Some newspapers see great marketing potential in allowing them to tout bulk sales in presentations to advertisers. Bulk sales are those paid for—frequently at a discount—by an intermediary, such as a hotel or restaurant, but delivered free to the reader [presstime, Nov. 1982, p. 33].

Marketing of bulk sales has been limited by a newspaper's inability to count them as paid circulation, according to ABC Director Grover J. Friend, publisher of the Bucks County Courier Times in Levittown, Pa.

Other newspapers worry about the difficulties of accurately counting such deliveries and about whether bulk readership is as valuable to advertisers as traditional paid circulation.

Some also question whether newspapers with the wherewithal to sell large quantities of bulk sales at as little as 50 percent of the regular price will enjoy an unfair competitive advantage over newspapers that lack such capability.

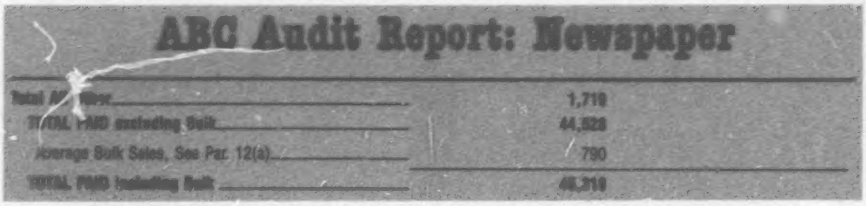
Advertising members of ABC have said they have no objection to changing the method of reporting bulk sales so long as they still are distinguished from traditional paid circulation.

The Newspaper Division by a vote of 363 to 323.5 defeated a resolution to postpone any action on the bulk sales reporting change. The ABC board subsequently voted to discuss the matter at its meeting in February. In the interim, ABC staff members will draft a suggested rules change, and ABC directors will solicit comments from the bureau's 1,900 member newspapers.

Reporting circulation by ZIP Code is an option currently exercised by only 17 newspapers. Advertisers, however, are very interested in such information.

A joint task force of ABC directors representing newspapers and advertisers has studied this issue since February. At the November meeting, the group won the support of the advertising and newspaper divisions for a plan requiring that all newspaper circulation be reported by ZIP Code within the next three years.

The ABC also hopes to include some demographic data about each ZIP Code area in those reports. To that end, the board decided to purchase computer tapes of census information describing each ZIP Code area. That information will be integrated with the circulation reports over the next three years. ☐



ABC Audit Report: Newspaper

Total Al[illegible]ther	1,719
TOTAL PAID excluding Bulk	44,528
Average Bulk Sales, See Par. 12(a)	790
TOTAL PAID including Bulk	45,318

One proposal would add a new total such as the one above to Paragraph 1 of ABC reports.

Average daily circulation in top markets climbs 4.1%, up from .6% a year earlier

For the smallest competitive daily newspaper market in the United States and for the largest, the Sept. 30, 1982, Audit Bureau of Circulations figures were welcome news.

In the teeth of what some economists are calling the worst recession since World War II, a surprising number of newspapers recorded circulation gains compared to a year earlier.

According to an analysis by The Gallagher Report, a communications industry newsletter, average daily newspaper circulation in the 100 largest U.S. newspapers rose 4.1 percent. A year earlier, the comparable figures were up .6 percent.

The ABC will not publish an analysis until late-reporting newspapers check in, probably early in 1983.

Some of the gains, of course, were registered by surviving dailies in markets where newspapers closed. With the death of The Bulletin, for example, the Philadelphia Daily News (evening, circulation 294,920), gained 32.3 percent, while The Philadelphia Inquirer (morning, 553,582) rose 30.6 percent. Both the News and the Inquirer are owned by Knight-Ridder Newspapers Inc.

But even in some competitive markets, all the dailies showed increases.

The most spectacular was in New York City, where the New York Post (all-day, 960,120) jumped 25.6 percent—for the first time outselling The New York Times (morning, 905,675). The Times itself gained 2.1 percent, and the Daily News (morning, 1,544,101) rose 4.1 percent.

Other cities where competing newspapers gained included Anchorage, Alaska; Tucson, Ariz.; San Francisco; Honolulu; Chicago; Detroit; Lincoln, Neb.; Columbus, Ohio; Dallas; Houston; San Antonio, Texas; Salt Lake City; and Madison, Wis.

In the smallest competitive U.S newspaper market, Cookeville, Tenn., the Herald-Citizen trumpeted ABC figures that showed it for the first time achieved the five-digit milestone—10,013, to be exact.

Its daily competition, The Dispatch Today, is not a member of the ABC, but a sworn publisher's statement shows circulation rose fractionally in the year ending last September—from 12,181 to 12,193.

Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau and an expert on newspaper readership, said some of the circulation gains may be attributed simply to demographic trends. As the "baby boom" generation moves from youth into middle age, it is settling into the lifestyles that traditionally have produced steady newspaper subscribers, he explained.

But, Bogart added, the figures also reflect the steps newspapers are taking to boost circulation after a period of relative stagnation. ☐

For printers, life varies after accepting 'buyouts'

By Clark Newsom
presstime labor writer

What has become of the printers who accepted "buyouts" offered by newspapers because their jobs were rendered unnecessary by computer technology?

A presstime sampling indicates widely varying experiences for those who took the financial inducements to give up guaranteed, lifetime jobs [presstime, Nov. 1981, p. 42].

Melvin L. Dyer, 47, has no regrets about taking "around $60-65,000" last year from The Blade of Toledo where he had worked about 20 years. Described by a former supervisor as a top-notch printer, he is now the owner of a bowling alley in Deerfield, Mich. "I'm well-satisfied," he says. "I enjoy being my own boss."

Stuart H. Adams

Plainly dissatisfied with his 1976 decision to accept a buyout is Stuart H. Adams, who after 23 years' service took an $18,000, five-year annuity from The Washington Post when he was 55.

"I thought I could make it," he says. But for the past two years he has been working for low wages in a small nonunion printing office. "If I knew then what I know now. . . ."

A printer with mixed emotions about his decision is Michael A. DiPippa, 40, who took "about $37,000" in 1978 after 10 years with The Pittsburgh Press.

After investing the money in certificates of deposit, he worked first as an ironworker and then as a boilermaker. Despite earning $850 a week in the latter job by putting in six, 10-hour days, DiPippa says he felt "that type of work was not for me—a printer." He landed a job with a commercial printer and later bought his own job shop, where he now employs two people.

DiPippa says there are times when he wishes he had stayed with the Press, "but I can't look back." He notes there is "a lot of hassle with paper work and making the payroll, but if and when the economy picks up, maybe I'll be convinced I made the right choice." He says his 18-month-old printing business "is holding its own."

"I'm telling guys that if they're going to make a move like I did, to plan ahead," DiPippa says. "I've seen some just go on unemployment and things didn't work out too well for them."

Another former newspaper printer, Joseph P. McCartney, also advises printers thinking about accepting a buyout "to look into what they're going to do long before they take it. Study every angle."

In 1978, at the age of 58, he was one of 17 printers who accepted $20,000 buyouts from The Modesto (Calif.) Bee. "I wouldn't advise anyone who is more than five years from retirement to take a buyout," he says.

McCartney, who describes himself as "an old-line printer," says he is glad he left the Bee after 19 years there. "My wife and I are into apartment managing now," he says. "It's worked out wonderful." He notes that the Bee allowed those taking the buyout to keep their group life and health insurance.

Usually, the older worker like McCartney who accepted a buyout has not suffered financially.

Frank M. McLaughlin

Witness Frank M. McLaughlin, 66, who says that last year he made "more money than I ever did in my life" as a sales representative for a portable kerosene heater business.

McLaughlin left Newsday in March 1981 with a retirement incentive of $18,000 spread over 10 years. He had worked for a half-dozen New York City papers before spending the last 20 years at the Long Island daily.

He and his wife sold their home and moved to Lewes, Del., where each is taking a real estate course. "We made a wise decision," he says.

But older workers are by no means the only ones to go the buyout route.

Robert C. Redman, 36—another of the 54 Newsday printers who have accepted buyouts since 1978—took "about $60,000" in monthly payments spread over four years. He had been with the paper since 1965 and served his apprenticeship there.

Redman packed up his family in 1981 and moved to Apple Valley, Minn., where he is now attending a vocational school with the aim of becoming an industrial equipment mechanic. He is working part time as a security guard.

"I figured I had a lifetime job but not a lifetime salary," Redman says. "I was afraid of the future for newspapers and didn't want to be out on the streets when I'm 50."

Jimmy L. Shupe, 41, last year gave up his job at The Washington Post and took a $35,000 buyout in a lump sum. The reason, he says, was that he could not stand

127 printers accept NY Times 'buyouts'

Cash incentives to give up their lifetime guaranteed jobs have been accepted by 127 printers at The New York Times.

The cost of the "buyout" program is expected to be about $11.5 million, the company said. The exact amount will depend on the number of printers who accept the offer. They have until March 15, 1983 to decide.

The offer provides separation allowances ranging from $30,000 to those age 70 and over, to $80,000 for those 61 or younger.

There is a $5,000 bonus for those accepting the offer by Dec. 15.

The printers earn an average of $44,000 annually, including fringe benefits, the company said.

In 1974, when the current labor agreement with Typographical Union No. 6 was signed, the Times had 823 printers. Through earlier buyouts and normal attrition, the number of printers has been reduced to 441.

being paid for sitting around, his duties having been lost to automation. "It was a traumatic experience. The last six months I was there I did absolutely nothing."

After 16½ years at the Post, he is now back at the Savannah (Ga.) Morning News and Evening Press, where he served his apprenticeship.

The first printer to take a buyout at The Courier-Journal and The Louisville (Ky.) Times, Ronald W. Justice, also was young at the time—31.

After six years at the papers, he accepted $7,500 in 1975 to establish a commercial printing operation in Louisville. It has proved to be a success.

On the other hand, Justice says some of his former co-workers who took buyouts are now unemployed.

Reasons for unemployment among displaced printers vary. But many of them find it difficult to accept the fact that skills learned over a lifetime are no longer needed, and such acceptance is a prerequisite to making the transition to a second career, experts say.

While it is common for military and government workers to retire after 20 or 30 years and go on to something else, printers traditionally have worked at the trade for as long as they are physically able. To printers, retirement has usually meant withdrawal from the work force, not the beginning of a second career, and it is difficult to offer them a convincing incentive "to hang up the apron" early.

Now, with jobs scarce, many of the younger printers who accepted buyouts are having a rough time. Economic conditions and lack of entrepreneurial experience have caused some small business ventures to turn sour.

James C. Lowen, president of Pittsburgh Typographical Union No. 7, says about 140 members of the local union have taken buyouts. "Some of the younger ones went into construction," he says. "But there's a whole bunch of them out there that are really struggling."

There are stories such as the one about the printer who spent $30,000 on a van, took a long vacation trip and returned two years later with a vehicle in need of repair and no jobs available.

One of the happiest stories belongs to the Rev. Robert A. Brookhart, 48. In 1977, he took $17,000 in a lump sum from The Youngstown (Ohio) Vindicator where he had worked since 1971. His 25 years in the trade include 12 years at the Fort Lauderdale (Fla.) News where he was president of the ITU local.

Robert A. Brookhart

He says he began to prepare himself for the ministry in 1975 and was ordained in 1981. He is now the associate pastor of Highway Tabernacle, Assembly of God, in Youngstown. The son of a retired printer at the Butler (Pa.) Eagle, where he served his apprenticeship, Brookhart says he now uses his printing skills on church publications. ☐

Court upholds company in ITU bargaining case

The 6th U.S. Circuit Court of Appeals has sided with the Newspaper Printing Corp. in Nashville, Tenn., in a labor dispute with Typographical Union No. 20.

The court overturned a decision of the National Labor Relations Board that the company violated the Taft-Hartley Act in its bargaining with the union over language defining the employee unit.

The NLRB had held that the company violated the act by bargaining to an impasse on a modification of the bargaining unit and by thereafter unilaterally implementing changes in the terms and conditions of employment of those in the unit [presstime, Sept. 1980, p. 42].

The corporation is the production, advertising and distribution arm of the Nashville Banner and The Tennessean.

ANPA filed a friend-of-the-court brief in the case [presstime, Dec. 1980, p. 42].

According to the court's decision, both parties recognized that the jurisdiction language in the 1972-75 labor agreement they were renegotiating was outmoded because it referred to obsolete types of labor and mechanical processes.

The company had proposed changing the language defining the union's work jurisdiction and unit description from "all composing work" to "all work performed in the composing room."

The dispute concerns that part of the act that defines what must be bargained if either side requests it (mandatory bargaining) and what may be bargained if both sides agree (permissive bargaining). In mandatory bargaining, if no agreement is reached (bargaining to an impasse), the employer is free to institute unilaterally its proposed changes in the working conditions of those in the unit involved.

The NLRB had found that the company unlawfully bargained to an impasse on a permissive, rather than a mandatory, subject for collective bargaining.

But the 6th Circuit said "the heart of the dispute" was that the union's unit description—a permissive subject of bargaining—and its jurisdiction were not separated in the agreement but were both contained in one section. Jurisdictional clauses concern the assignment of work to union members and are mandatory subjects of bargaining.

"Thus," the court said, "when the company attempted to change the jurisdictional aspects of the clause, it also risked changing the unit description.

The NLRB had "simply looked" at the company's proposal to conclude that the company had sought to change the unit, the court said. It added that the company had a legitimate interest in seeking an agreement that would "sensibly" separate the concept of unit jurisdiction and work jurisdiction.

According to the court, the NLRB should have "looked further" into the record to determine whether employees' representation rights were in fact prejudiced.

The court concluded that there was "simply a dearth of evidence" to indicate that the company's impasse proposal took away the union's representation rights.

The company was "careful" to preserve the unit description while changing the jurisdiction clause about which it had the right to bargain to an impasse, the court said. Management was not bound "to retain endlessly and without change meaningless and outmoded jurisdiction language," it noted.

The union is considering an appeal to the U.S. Supreme Court.

(Newspaper Printing Corp. v. NLRB, USCA6 No. 80-1567) ☐

Age bias cases climb as work force grows older

By L. Peyton Hendricks

Growth in litigation brought under the Age Discrimination in Employment Act of 1967 is a trend to be noted by publishers and other newspaper executives. The ADEA is the federal statute that outlaws job discrimination against workers between the ages of 40 and 70 (see excerpts from the act, below).

During the 1970s, some labor relations attorneys were predicting a flood of ADEA cases to begin in the last years of the decade and to continue into the 1980s and beyond. The comparison was drawn between the age-discrimination law and the litigation explosion that followed passage of the Civil Rights Act of 1964.

Although the rise in the number of age-discrimination cases has by no means been exponential, they are increasing, and the conditions that brought about the original prediction still hold sway.

The average age of the work force is climbing steadily. Consequently, a larger segment of workers are covered by the ADEA.

Another factor contributing to the rise in the number of age-discrimination suits is increasing public awareness of the law.

In a widely publicized case in 1978, *Lorillard v. Pons*, the U.S. Supreme Court ruled that an ADEA claimant must be given a jury trial, if requested. Some lawyers believe this decision has been detrimental to corporate defendants because jurors, being drawn from voter rolls, tend to be older people.

And in 1978, the Carter administration transferred enforcement of the ADEA from the Department of Labor to the Equal Employment Opportunity Commission. The EEOC is, of course, the preeminent civil-rights enforcement agency and well-equipped to handle discrimination litigation.

Subsequently, the EEOC reported that the number of age-discrimination charges resolved increased by 60 percent from fiscal year 1979 to fiscal 1980, and by 20 percent from fiscal '80 to fiscal '81, when 8,000 such cases were processed.

This flood of cases included *EEOC v. Chrysler Corporation*, decided June 23 by Judge Philip Pratt of U.S. District Court in Detroit.

In its financial crisis, Chrysler reduced its payroll by more than 150,000 employees between 1979 and 1981. From the white-collar ranks, 16,000 were terminated—1,600 of whom were let go under a variety of corporate severance or retirement plans.

One of those retirement programs provided that employees younger than 55 and with less than a certain amount of time in the company would be laid off, with recall right based on seniority. However, workers 55 and over who were terminated—with full retirement benefits—were declared ineligible for recall.

In a class-action suit brought by the EEOC on behalf of some of the older retirees, Pratt ruled that this employment practice violated the ADEA, because it mandated forced retirement with age as the determinative factor.

But in an earlier case involving a newspaper, a federal judge dismissed age-discrimination charges filed by an employee. The claimant was a classified advertising manager who alleged that sometime after Gannett Co. Inc. acquired the Wilmington, Del., newspapers, he had been forced to retire because of what he claimed was the company's policy of replacing older workers with younger ones.

However, Judge Caleb M. Wright of U.S. District Court in Wilmington agreed with the company's counter-argument that the retirement was motivated by the ad manager's inability to conform to a substantial change in management style [presstime, Sept. 1982, p. 35].

In his April 21 decision in *Grant v. Gan-*

Hendricks, who was an ANPA staff counsel for seven years, recently joined Thomson Newspapers Inc. as labor relations consultant.

Act sets forth lawful and unlawful practices related to age

The heart of the Age Discrimination in Employment Act is contained in Section 4. It provides:

It shall be unlawful for an employer—

(1) to fail or refuse to hire or to discharge any individual or otherwise discriminate against any individual with respect to his compensation, terms, conditions, or privileges of employment, because of such individual's age;

(2) to limit, segregate, or classify his employees in any way which would deprive or tend to deprive any individual of employment opportunities or otherwise adversely affect his status as an employee, because of such individual's age; or

(3) to reduce the wage rate of any employee in order to comply with this Act. . . .

It shall be unlawful for an employment agency to fail or refuse to refer for employment, or otherwise to discriminate against, any individual because of such individual's age, or to classify or refer for employment any individual on the basis of such individual's age. . . .

It shall be unlawful for a labor organization—

(1) to exclude or to expel from its membership, or otherwise to discriminate against, any individual because of his age;

(2) to limit, segregate, or classify its membership, or to classify or fail or refuse to refer for employment any individual, in any way which would deprive or tend to deprive any individual of employment opportunities, or would limit such employment opportunities or otherwise adversely affect his status as an employee or as an applicant for employment, because of such individual's age;

(3) to cause or attempt to cause an employer to discriminate against an individual in violation of this section. . . .

It shall not be unlawful for an employer, employment agency, or labor organization—

(1) to take any action otherwise prohibited . . . (by the act) where age is a bona fide occupational qualification reasonably necessary to the normal operation of the particular business, or where the differentiation is based on reasonable factors other than age;

(2) to observe the terms of a bona fide seniority system or any bona fide employee benefit plan such as a retirement, pension, or insurance plan, which is not a subterfuge to evade the purpose of this Act except that no such employee benefit plan shall excuse the failure to hire any individual, and no such seniority system or employee benefit plan shall require or permit the involuntary retirement of any individual . . . because of the age of such individual; or

(3) to discharge or otherwise discipline an individual for good cause.

nett Co. Inc., Wright held, "The ADEA does not put the court in a position to second guess the management decisions of newspaper publishers or any other employers."

Though arising from very different business circumstances, both of these cases offer food for thought about age act controversies.

Chrysler demonstrates that it is essential to review carefully any managerial decision affecting a large segment of the payroll if it may have particular impact on workers within the 40-70 age range.

The case also illustrates that because of their nature, decisions about a pension plan or a termination program may raise issues under the act, if they involve differential treatment of people covered by the law.

It may be that the *Grant* plaintiff was more representative of the type of claimant who will bring ADEA litigation against the newspaper business and perhaps the media industry in general. The employee was middle-aged, white-collar and knowledgeable about the business world—characteristics shared by a sizeable percentage of newspaper employees.

A second important point about *Grant* is that the judge's dictum about non-interference in the corporate decision-making process, though encouraging, must not be read too broadly.

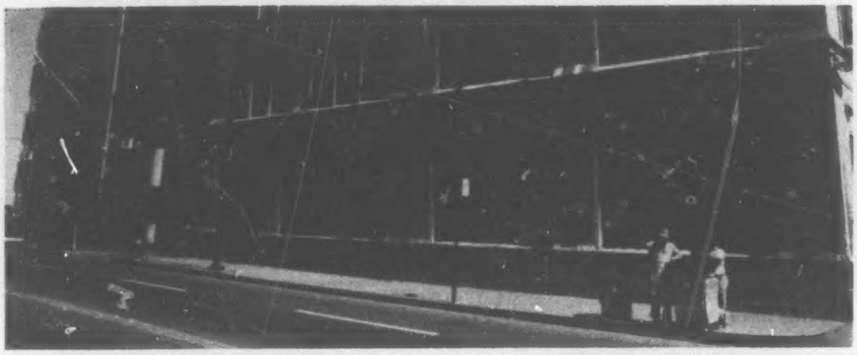
It was made in the context of a case where the court found that the company had committed no violation of the law but had simply acted rationally in managing the newspapers. However, had the evidence shown a contrary conclusion, one supposes that the judge would have second-guessed management's decision and nullified it.

Most courts have been reluctant to substitute their opinions for the otherwise lawful and reasoned judgments of employers. But how this traditional deferral may be applied to the ADEA will depend on the circumstances of a particular case. ☐

EEOC at full strength

William A. Webb, an attorney with the Pennsylvania Department of Justice, has been sworn in as a commissioner of the Equal Employment Opportunity Commission.

Four of the five seated commissioners now are Reagan appointees. ☐



There was picketing in front of graffiti-marred newspaper building when strike began in 1978.

Unions voted out in Wilkes-Barre

The last two unions representing employees of the Wilkes-Barre (Pa.) Times Leader have been decertified as bargaining agents.

Decertified were Pressmen's Local 137 and Stereotypers' Local 139, both affiliated with the International Printing and Graphic Communications Union.

The election was held in 1980 with replacements for the strikers voting 7-0 to decertify. Union challenges prevented the results from becoming official until Nov. 8.

The NLRB regional director in Philadelphia, Peter W. Hirsch, had ruled that the strikers were ineligible to vote, thus setting up the vote by the replacements. Under NLRB rules, permanently replaced strikers are ineligible to vote in an election conducted more than 12 months after a strike begins.

Two other unions—Typographical Union No. 187 and Local 120 of The Newspaper Guild—were decertified previously. The four unions struck the newspaper in 1978.

Former Times Leader employees are continuing to publish a daily called the Wilkes-Barre Citizens' Voice. "The dispute goes on," a spokesman for the Citizens' Voice said, although pickets are no longer present at the Times Leader building on a regular basis.

An arbitration decision on whether the Guild violated its labor agreement with the Times Leader by participating in the publication of the Citizens' Voice is pending, as is a suit against the four unions by the Times Leader seeking monetary damages [presstime, Feb. 1982, p. 35].

(Wilkes-Barre Publishing Co., NLRB Case No. 4-RD-951) ☐

NLRB judge upholds Wilkes-Barre discharge

An NLRB administrative law judge has upheld the validity of the discharge of an employee of the Wilkes-Barre (Pa.) Times Leader for placing an ad in a union-sponsored competing newspaper.

The Times Leader fired reporter Dorothy Kay Martin on May 21, 1981. She had been hired as a striker replacement in December 1978, about two months after the strike began (see story above).

Martin had placed a display ad in both the Times Leader and the unions' paper, the Wilkes-Barre Citizens' Voice, promoting a food-stand business she operated at a nearby resort. Discharged for aiding a competitor, she filed charges with the NLRB.

Judge Joel A. Harmatz found that the Citizens' Voice has "grown to a level presenting serious competition" to the Times Leader. Martin's discharge was "triggered solely" by her having placed the ad in the Citizens' Voice, he found.

Harmatz said that placing the ad in the unions' paper was "too remote" from concerted activity protected under the Taft-Hartley Act "to be deemed protected."

He found the Citizens' Voice is a "directly competitive business" for the Times Leader. Therefore, he said, Martin's discharge for patronizing it was not an interference with her statutory rights.

Martin has appealed the judge's decision to the board.

(Wilkes-Barre Publishing Co. and Dorothy Kay Martin, JD-466-82) ☐

Arbiter finds free-lancing violated contract

The two daily newspapers in New York's capital city have the right under a labor agreement to forbid reporters from writing for another publication, an arbitrator has ruled.

The dispute between Local 34 of The Newspaper Guild and Albany's Times-Union and Knickerbocker News concerned the "outside activity" clause in the labor agreement. Labor relations specialists say that such clauses in newspaper contracts are becoming the focal points for an increasing number of disputes around the country [presstime, Oct. 1982, p. 50].

The clause in Albany states, among other things, that employees may not "exploit" their connection with the newspapers "for personal advantage or gain."

The union protested when four reporters were given a memo forbidding them, and other staff members, from writing for the Empire State Report, a weekly aimed at people with special interest in state governmental and political matters.

Arbitrator Joseph Shister said his decision did not mean that employees could "never" write for an outside publication, but "in this case" the grievants had exploited their connection with the company for personal advantage.

He noted that in one year 24 percent of the bylined articles in Empire State Report were by Knickerbocker News reporters. Reporters gained entree to sources because they were known to be working for the newspapers, he found. In addition, only reporters who were covering governmental and political matters were offered assignments by the Empire State Report.

Shister found that the reporters did the stories for the weekly on their own time and with their own equipment and supplies. Thus, he said, their outside work did not "interfere with or conflict with their responsibilities to the company and their fellow employees," as forbidden by the outside-activity clause.

But, he noted, they also had access to the newspapers' library and were in a position to "exploit" material because of experience and familiarity with the files. Using one reporter as an example, Shister noted that she relied on some of the library material originally prepared for the Knickerbocker News—but not used because of length and other considerations—when writing for the weekly.

The company contended that reporters doing work for the weekly were violating the newspapers' code of ethics, but Shister said that because the code was not part of the labor agreement, "it is not governing here. For the arbitrator to espouse the code of ethics as tantamount to contractual dictate would be a flagrant abuse of authority."

The agreement states that an arbitrator has no authority to add to, subtract from "or in any way modify this agreement." ☐

NLRB elections

Augusta (Maine) Kennebec Journal, ITU: Employees in the advertising, business office, creative services, dispatch and editorial departments voted 38-9 in favor of representation by Waterville Typographical Union No. 643.

(NLRB Case No. 1-RC-17732)

Danbury (Conn.) News-Times, ITU: Editorial employees voted 23-21 against further representation by Typographical Union No. 143.

(NLRB Case No. 39-RM-14)

Nashua (N.H.) Telegraph, ITU: Editorial department employees voted 11-1 in favor of representation by Typographical Union No. 365.

(NLRB Case No. 1-RC-17719)

Pueblo (Colo.) Star-Journal and Chieftain, Guild: Part-time mailroom inserters and bundle drivers voted 16-5 in favor of representation by the Pueblo Newspaper Guild.

(NLRB Case No. 27-RC-6349)

Recent contract settlements

Rocky Mountain News, Denver, Teamsters: Three-year agreement covering drivers retroactive to Oct. 1, 1981.

Memphis (Tenn.) Press-Scimitar and Commercial Appeal, Guild: Two-year agreement covering editorial, advertising, commercial and circulation employees retroactive to June 11, 1982.

Seattle Post-Intelligencer, Seattle Times, GAIU: Three-year agreement covering photoengravers retroactive to June 16, 1982.

(Details in November 1982 ANPA Labor & Personnel Relations Letter.)

Newspaper upheld in firing worker for making threats

The discharge of a circulation department clerk at the San Diego Union and Tribune for threatening a supervisor was sustained Sept. 29 by Arbitrator Robert M. Leventhal.

Local 95 of The Newspaper Guild contended that the company had not met its burden of proof because it was the supervisor's word against the grievant's.

But the arbitrator rejected that reasoning. "I have, in many other arbitrations, been faced with one-on-one events and the argument that management, absent a collaborating witness, cannot meet a burden of proof sufficient to sustain a discharge is commonly advanced by the union," Leventhal said.

"If such an argument were to be accepted at face value, in my opinion, havoc would be wreaked as all employees would need do to avoid discipline or discharge for verbally abusing, threatening and perhaps even inflicting bodily harm would be to get their supervisors alone."

Leventhal said the grievant was not "a credible witness," while the supervisor's testimony "was credible in all respects."

Because he found the discharge was for "gross misconduct," he denied the union's request for two weeks' notice pay and severance pay of one week's pay for each 26 weeks of employment.

The grievant was hired in 1978 and fired on Sept. 20, 1981. ☐

Arbitrator reverses dismissal for misuse of company postage

The discharge of a sports reporter at The Tribune of San Diego was recently converted by an arbitrator to a one-month disciplinary suspension.

The grievant—an 11-year Tribune employee—was fired July 17, 1981, for unauthorized use of company stationery and postage. He also was charged with making personal toll calls on the telephone.

The case arose when an envelope was returned by the post office to the sports department as "undeliverable," and the contents were traced to the grievant. It was a press release concerning a charitable enterprise, one of five releases the grievant admitted to mailing in Tribune envelopes and at Tribune expense to five neighborhood newspapers. The company contended that he had "exploited" his connection with the newspaper in violation of the labor agreement's "outside activities" clause.

The San Diego Newspaper Guild contended that even if some discipline was warranted, discharge for "gross misconduct" was too severe.

Arbitrator William Levin agreed with the union.

He noted that the grievant had gained nothing personally in a financial way, that a community recreational purpose was served and that funds were raised for a worthwhile project. "It is hard to believe that the Tribune, as a responsible business enterprise in the San Diego community, does not encourage its staff to be involved in the community and to support community activities," he said.

Levin said that "the real source" of the newspaper's "disenchantment" with the grievant was not the use of Tribune mail but an earlier incident involving allegations of misuse of company telephones. Asked to explain toll calls on a private line, the grievant told "less than the truth," the managing editor had concluded.

The arbiter said he could not accept the company's "tip of the iceberg" argument that the total amount of dishonesty would never be fully realized. The grievant's acts did not reach the level of a "theft," he said. "I cannot sustain a discharge of an 11-year employee based on a 'suspicion' of what he may have done."

Nevertheless, Levin said, the grievant should not have used the Tribune's mail as he did. He said the Tribune "has every reason to take a strong position" regarding use of its mail and had the right to discipline the grievant.

"Some discipline is certainly appropriate," he said. "But the discharge is not." He ordered that the grievant be reinstated with one month's loss of pay. Deductions were to be made for his interim earnings from other sources. ☐

Labor troubles flare up at Canadian dailies

Daily newspapers in three Canadian provinces have been hit by labor unrest.

Members of Typographical Union No. 927 on Nov. 3 began publishing a twice-weekly tabloid, The Guardian Express, in Welland, Ontario.

The union is involved in a strike-lockout situation with The Evening Tribune in Welland that began Oct. 9 [presstime, Nov. 1982, p. 36]. The Tribune is continuing publication during the dispute.

Two pickets were arrested Oct. 12 and charged with public mischief after the car of a working, nonunion employee was damaged. In addition, the Tribune is offering a $5,000 reward for information leading to the arrest and conviction of the person responsible for an Oct. 28 fire and explosion that destroyed a car belonging to one of the newspaper's advertising salesmen.

L'Evangeline in Moncton, New Brunswick, has been closed since Sept. 27 due to financial problems and a dispute with the Acadian Printers Union over layoffs [presstime, Oct. 1982, p. 63].

The 16,859-circulation tabloid is the only French-language daily in Canada's Atlantic provinces.

In British Columbia, Pacific Press Ltd.—the company that publishes The Province and The Vancouver Sun—is arbitrating a dispute with the Vancouver-New Westminster Newspaper Guild over the layoff of 60 employees. The union claims the company is not suffering sufficient financial hardship to justify the layoffs. ☐

NY Times loses part of press run

The New York Times did not print the final 165,000 copies of its normal press run of more than 1 million copies Nov. 10 because of what it called "an illegal job action" by members of Newspaper Printing Pressmen's Union No. 2.

A Times spokesman said the work slowdown violated the labor agreement between the parties.

The Times, in accordance with an agreement with the union, had hired 36 former New York Daily News pressmen following the shutdown of a News' plant in Long Island City in a cost-savings plan [presstime, Nov. 1982, p. 45].

The influx of the 36 pressmen created disputes over scheduling and overtime work. The Times said they should be resolved under the grievance procedures of the agreement. ☐

GAIU and IPGCU report progress in merger talks

The three top officers of the Graphic Arts International Union and the International Printing and Graphic Communications Union met weekly during November in continuing efforts to arrive at an agreement on a possible merger [presstime, Nov. 1982, p. 34].

The results of the discussions are being reported to subcommittees of both unions. A spokesman for the GAIU said that progress was being made and that it was hoped a merger document soon will be ready for presentation to the unions' memberships.

He said the prospects of a merger have moved from "possible" to "probable." ☐

F.I.C.A. wage base expands

The maximum Social Security tax paid by employees and employers will rise from $2,170.80 this year to $2,391.90 in 1983.

Effective Jan. 1, the increase will result from an expansion of the wage base subject to the F.I.C.A. tax from $32,400 to $35,700.

The tax rate will remain 6.7 percent.

Pagination breakthrough may finally be at hand

By Tom Walker
presstime technical writer

Pagination burst on the newspaper scene with gusto a few years ago. There were cries that a breakthrough in automated newspapering was at hand.

The breakthrough has been relatively slow in coming, mostly because of caution by those holding the purse strings during recessionary times. They have been reluctant to spend big bucks for the systems (see chart, next page).

There are signs, however, that in 1983 there will be more efforts to attain *total* pagination—meaning the inclusion of graphics as well as text in the electronic make-up of a newspaper page.

There are several systems on the market today that offer *partial*—text-only—pagination. Only one, that of Information International Inc., or "triple I," automatically combines text and graphics.

But next year, Hastech Inc. and Raytheon Co. will begin testing systems with graphics capabilities.

The Hastech test will be part of a revolutionary computer-to-plate installation being made in conjunction with EOCOM Corp. at The Observer-Dispatch in Utica, N.Y. [presstime, Aug. 1982, p. 34].

Raytheon's system will be tried at the Houston Chronicle, though for display ads only.

In true total pagination, entire pages are made up electronically at display terminals, then run through a typesetter to produce a full page, including text and graphics, on photosensitive paper or film. The manual paste-up process is eliminated.

As they now stand, all the systems except triple I's require manual stripping of halftones onto the typeset pages before plates can be made.

According to Roger F. Fidler of Knight-Ridder Newspapers Inc. in Miami, another significant difference between total and partial pagination is that with the total system, "editors or designers . . . can see every detail of the pages—type in the actual fonts, photos, graphics, logos and ads—on their terminal displays before the pages are typeset."

This allows editors to make changes on deadline and to run copy around irregularly shaped art.

Systems lacking these capabilities "only display rectangles for art elements," says Fidler, who is Knight-Ridder's director of design and graphics. He has been following the progress of the triple I system at the company's Star-News of Pasadena, Calif.

He says total pagination not only cuts cost in the long run, but it also improves the overall design and makeup quality of newspapers. "One obvious reason for this improvement is that editors have total control over makeup details," he notes.

The systems. Here's what the major manufacturers of pagination systems offer:

Information International Inc. With triple I's Newspaper Pagination system, a user can sit at a terminal, interactively lay out a page, combine text with digitized art and transmit a complete page to the typesetter. The components include:

- 2020 Page Makeup Station. It provides selection and positioning of stored text and art, display of text as characters; scaling and cropping of art; rejustification of copy; and rules and borders.
- 2001 File Manager. It performs system control and connects the terminals and graphics scanner with the typesetter. It stores illustrations and text and merges them for typesetting.
- 3600 Illustration Scanner. It digitizes continuous-tone photographs and line art, and provides the ability to crop and size

Star-News Metro Editor Hall Daily positions text on triple I page makeup terminal.

illustrations as they are scanned. Halftone screens ranging from 65 lines per inch to 133 lines per inch are provided.

- InfoSet 400 Pagesetter. It is a CRT typesetter that must be purchased with the system. It is designed to record all graphic arts elements on photosensitive paper or film. The typesetter produces full-size broadsheet pages up to 90 picas wide.

The company has other options that soon will be available. They include Text-Net, allowing link-up with remote terminals; the 2021 Page Makeup Terminal, providing its own storage and therefore freeing the File Manager for other functions; and InfoColor, adding color capabilities.

Hastech Inc. Users of the PagePro system with the appropriate software, page layout terminals and computers can make up all the text for a broadsheet or tabloid newspaper page. The elements of the system are:

- NewsPro software module. It uses the company's TOPS/5 software, a page layout terminal, and a controller to organize the quantity, shape and proportion of the news text on a page. It can reserve space for artwork. Editors can see the page in the form of rectangles for copy and art blocks before letting it go to the typesetter.
- AdPro. Its software, which also operates with the TOPS/5 system, allows an operator to organize text, to design and to layout an ad by selecting typefaces and point sizes. Artwork can be traced to show an outline in the display. Rules, boxes and borders may be altered on the screen.
- HS50 series computers. The company has several computers ranging from its largest, the HS58, for medium-to-large size newspapers, to the HS52, for smaller operations.

The company also has designed GraphPro to store and manipulate digitized, continuous-tone photographs and line art for total pagination. This is the software and terminal to be used in Utica.

Comparison of pagination systems

Manufacturer	Graphics	Name/Components	Approximate Cost*	North American Installations
Information International Inc., Culver City, Calif.	Yes	Newspaper Pagination System/page layout terminal, file manager, illustration scanner, typesetter, text-editing system	$586,500 (includes one of each component)	Star-News, Pasadena, Calif.
Hastech Inc., Manchester, N.H.	No	PagePro/NewsPro and AdPro software modules, HS50 series computers, page layout terminal, system control console, TOPS/5 software	$152,500 (includes one page layout terminal and excludes computer)	[1] See list below
Raytheon Co., Wayland, Mass.	No	Pageflow/page layout terminal, terminal control unit, dual disk drive, Newsflow and Classflow software	$584,000 (includes three page layout terminals)	Washington Post; San Jose (Calif.) Mercury and News; Houston Chronicle
ATEX Inc., Bedford, Mass.	No	Classified Pagination System/software, display terminal, computer. News Layout System/front-end system, processor, page layout terminals	$300,000 (includes two classified display terminals and four page layout terminals)	Minneapolis Star and Tribune; Dallas Morning News

*Cost varies widely depending on configuration, computer size, etc. Figures are for basic systems and were provided by the manufacturers.

[1] Westchester Rockland (N.Y.) Newspapers; Today, Cocoa, Fla.; Rockford (Ill.) Register Star; Lawrence (Mass.) Eagle-Tribune; Asbury Park (N.J.) Press; Saratogian-Tri-County News, Saratoga Springs, N.Y.; Tri-City Herald, Tri-Cities, Wash.; News and Journal, Daytona Beach, Fla.

Raytheon. The company's Pageflow system is being used now only for display advertising, but other software modules are being tested on its Raycomp display terminals. Elements of the system are:

- Raycomp 100. An interactive display ad makeup system capable of displaying sized type and rules, text, hyphenation and format handling
- Newsflow. A software package for providing text for display on Raycomp terminals
- Classflow. A software package for providing classified advertising page makeup, also on Raycomp terminals.

Testing of the graphics capabilities for display advertising at the Houston Chronicle will include adding graphics scanned by ECRM Co.'s Autokon camera into the page make-up process, then passing them through an Autologic APS-5 typesetter along with text.

ATEX Inc. The system will paginate news and classified advertising and will provide management for display advertising, but it will not handle graphics. It is used in conjunction with the company's front-end and computer storage systems. Elements of the system include:

- News Layout System. It uses a page layout terminal to display editorial copy including text, headlines and cutlines in place with space reserved for graphics.
- Classified Pagination System. Classified ads are displayed on a terminal then sent to a typesetter after which display ads and graphics are pasted up on the page.

The Users. The Star-News has been using the triple I system since the first of the year. Except for retail display ads, the paper is fully paginated, as is its new ALL SPORTS edition [presstime, Nov. 1982, p. 45].

Systems Editor John C. Freed says the newspapers could handle the ads with the system, but the International Typographical Union workers have jurisdiction for them.

The newspaper's system includes five page layout terminals in the newsroom and three in classified advertising, two central processing units, and two typesetters.

Freed says the elimination of some of the steps in the pagination process has made the system easier to use.

The newspaper bought the triple I system because of its graphics capabilities.

The first newspapers to engage in pagination, Westchester-Rockland (N.Y.) Newspapers Inc., now are using 24 Hastech NewsPro terminals to paginate about 80 percent of their pages, according to Patrick A. Rossitto, technical services manager. They are not using the system for stocks and classified ads, he says, because their Digital Equipment Corp. 1134 computers are not powerful enough.

After the first of the year, when the newspapers will receive more powerful DEC computers, the newspapers will add AdPro terminals to paginate classified advertising. Stocks will come later.

Rossitto says that after initial problems with the software were solved, the Hastech system has been "very solid." He says the biggest advantage to the system is its ease of use.

The Raytheon system is handling pagination of display ads at the San Jose (Calif.) Mercury and News, says Ben A. Phillips, publishing systems manager. The papers have 12 Raytheon workstations.

Phillips says if the test in Houston proves the system can handle graphics, the newspapers will decide whether to purchase the additional capacity required to achieve it. Tests of the Raytheon equipment also are being conducted by The Washington Post in its research and development laboratory.

At the Minneapolis Star and Tribune, three News Layout terminals of the ATEX system are being used to paginate about 15 to 20 pages a week.

Like Westchester-Rockland, the paper is increasing its computer power and expects to paginate text for the entire paper by June 1983, says Bruce L. Adomeit, electronic news systems coordinator.

The system has no graphics capabilities, but Adomeit says the paper does not feel this enhancement is worth the extra expense, anyway. He says having graphics capability in display advertising would work against the newspaper because "building an ad a few minutes before deadline leaves no time for providing a proof to an advertiser."

Adomeit notes that the newspaper selected ATEX because other systems "wanted to automate work done by printers, and we wanted to automate the newsroom system." ☐

New black letterpress ink offered to manufacturers

Representatives of six newspaper ink suppliers are considering whether to take ANPA up on its offer to make the formula for ANPAINK™ available to them for a price.

Developed by ANPA, the black letterpress ink is formed from non-petroleum raw products that are available in large quantities in the United States [presstime, April 1982, p. 46]. The Association is offering it to ink manufacturers for a $500 one-time fee and a royalty of 1 cent per pound sold.

In a mid-November meeting at the ANPA Research Institute in Easton, Pa., the ink representatives were briefed on results of laboratory and field tests.

Favorable results were reported for tests at four Pennsylvania newspaper plants—The Express of Easton, The Patriot and Evening News of Harrisburg, the Bucks County Courier Times in Levittown and the Reading Times and Eagle.

ANPA/RI Coordinator of Operations George Cashau said those plants were chosen because their presses and plates represent "a good sample of newspaper equipment in the United States."

Tests comparing the new ink with traditional oil-based inks showed that they are "comparable and compatible," Cashau said. Compatibility means that should a newspaper purchase the new ink, it would not be necessary to clean ink fountains, filters, tubes, etc.

As for advantages of the newly developed ink, in addition to being derived from non-petroleum sources, it is superior in "mileage," Cashau said. In other words, a pound of ANPAINK will print more papers at the same density than conventional inks. "Our tests have shown that there is considerable mileage increase, perhaps as high as 30 percent," Cashau said.

The ink executives were informed of reports from the U.S. Defense Department predicting that oil shortages are again in the offing for the late 1980s, and that by the year 2000 "fuels derived totally from petroleum won't even be available."

The six companies that sent representatives to the meeting were Flint Ink Corp., Detroit; J.M. Huber Corp., Edison, N.J.; Inmont Canada Ink Co., Brampton, Ontario; Inmont Corp., Clifton, N.J.; Sun Chemical Corp., East Rutherford, N.J.; and U.S. Printing Ink Corp., also of East Rutherford.

Handling the briefing were ANPA staff and Research and Production Committee members John Sacchia, national production manager for Hearst Newspapers; Dr. Howard R. Brown, medical director of The New York Times Co.; and Raymond R. Dittrich, vice president and secretary of News America Publishing Inc. ☐

Data book details newspapers' equipment use

The number of VDTs being used by ANPA-member newspapers soared from 27,078 in 1980 to 40,651 in 1981, according to *Specification Data 1981*.

The increase is even more dramatic in comparisons with years prior to 1980: 1979, 21,508; 1976, 7,038; and 1971, 155.

The annual report compiled by the ANPA Research Institute [presstime, June 1981, p. 51] also shows that:

- The use of ROP color by member newspapers has increased steadily over the last 10 years from 716 in 1971, 779 in 1976 and 851 in 1979 to 904 in 1981.
- The number of newspapers with their own color separation equipment rose from 210 in 1976 to 375 last year.

The number of inserting machines at newspapers more than doubled over the decade, from 327 in 1971 to 830 in 1981.

The report also lists the types of equipment used by and the printing specifications of 1,415 member newspapers printed in 1,135 plants.

Specification Data 1981 has been sent to each member newspaper. Extra copies at $25 each for single copies and $20 each for orders of 10 or more are available from ANPA/RI in Easton Pa.

Specification Data 1980 was compiled and made available to members in mimeograph form last year. It was not printed and distributed because of budget considerations.

Offset breaks circulation barrier

More copies of North America's daily newspapers rolled off offset presses than letterpress presses in 1981—the first year this was the case.

The ANPA Research Institute's annual survey of newspaper printing methods shows that of 1,772 U.S. dailies, 1,403, or 79.2 percent, were printed by offset in 1981. They accounted for 53.4 percent of total daily circulation in the United States, up from 47.3 percent in 1980.

Of the 369 U.S. dailies still being printed by the letterpress method last year, 359 used the photo-imaged, direct-plate method. This means that 99.5 percent of all U.S. dailies were printed with "cold type"—that is, with photocomposition technology.

In Canada, 94 of 120 dailies, or 78.3 percent, were printed by offset last year. They had 50.9 percent of Canada's total daily circulation.

All but one of the 26 Canadian dailies printed by letterpress in 1981 used a cold type system.

The ANPA/RI survey covered college, business, financial and foreign-language dailies in addition to those of general circulation.

The offset and letterpress special reports will be distributed to ANPA member-newspapers this month. Additional copies will be available from ANPA/RI in Easton, Pa. ☐

Energy publications available soon

The National Center for Appropriate Technology will make available beginning in January some 15 publications providing information on small-scale energy technologies.

A spokesman for NCAT, a nonprofit organization established by Congress to research and develop technologies to help solve the nation's energy problems, said the first 7,500 copies of each of the 15 publications will be available without charge on a first-come, first-served basis. Subsequent copies will be available at nominal charges.

Publications will be available on such subjects as active solar systems, passive solar design, wind energy, biomass, alcohol fuels, energy conservation, geothermal energy, water power and integrated systems such as co-generation. They are being funded by the U.S. Department of Energy.

For more information, contact NCAT at P.O. Box 3838, Butte, Mont. 59702; (406) 494-4572. ☐

1982
GRAPHIC ARTS
EXHIBITION
American Newspaper Publishers Association

The Printing Industries of Metropolitan New York Inc. presented ANPA with this "Certificate of Special Merit" plaque for "an outstanding example of graphic arts"—the *AD-LITHO/81™ ROP Newspaper Color Ink Book* for offset printing [presstime, Feb. 1982, p. 41]. The book was part of the group's 1982 graphic arts exhibition.

Correction

In the October edition (p. 41), presstime incorrectly described how the Los Angeles Times' co-generation energy system works.

The article should have stated: "Natural gas is used as a fuel for the turbine-generator combination to provide electricity. The heat from the turbine is directed into a steam boiler for low pressure steam. The steam is piped to an absorption refrigeration unit and into the building for heating and hot water. The absorption refrigeration unit supplies chilled water for the plant's air-conditioning units."

Presstime regrets the error. ☐

Equipment for sale

Visual Graphics PT 3100 photo typositor; sets 18- to 144-point type in countless variations and special effects; complete with operating kit, solutions, paper and 18 fonts; practically new. Contact Bernie Ebersole, Lancaster Newspapers Inc., P.O. Box 1328, Lancaster, Pa. 17603; (717) 291-8819.

Two Master cold-light exposure units for platemaking; each machine will expose two negatives at the same time (15½" x 23⅝"); integrators included; like new. Price: $2,000 each. Contact Elmer Pass, The Times Herald, P.O. Box 591, Norristown, Pa. 19404; (215) 272-2500.

Compusan Alpha page feed scanner; fair condition, seven years old; $1,500. Contact Barry Miers, composing manager, The Express, 30 N. 4th St., Easton, Pa. 18042; (215) 258-7171, ext. 637.

Two LogE PC 18s. Contact Robert Riley, assistant production manager, The Sun, 501 N. Calvert St., Baltimore, Md. 21203; (301) 332-6951.

Two Model 1411 Weldotron plastic film sealers with 239A in-feed guides, 243 adjustable forming plows, 246 rotary hold perforators, spare film-unwind shaft assembly and two 12-foot conveyors; DuPont film and extensive spare parts also available; equipment 11 months old but never used in production capacity; new condition, available immediately. Contact Ramsey Altman or Ann Moss, Atlanta Newspapers, P.O. Box 4689, Atlanta, Ga. 30302; (404) 526-5085.

Equipment wanted

Hendrix 6100 system, PDP 11/15. Contact Biagio J. Tomaso, production manager, Milford Daily News, 159 S. Main St., Milford, Mass. 01757; (617) 473-1111.

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under the Internal Revenue Code. For further information, contact George Beebe, vice chairman, projects, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101, (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

Two paper company officials see bright future for newsprint

Members of the ANPA Newsprint Committee and the Canadian Pulp and Paper Association Newsprint Section heard Nov. 5 from newspaper and paper company executives that despite talk to the contrary, their businesses are in good shape now and will be during the next 10 years.

Warren P. Woodworth, senior vice president/marketing at the paper company CIP Inc., of Montreal told the joint meeting in Washington, D.C., that the future of newsprint is "most encouraging."

He disputed suggestions that radio and television are hurting the newspaper business.

"In the U.S., per capita consumption of newsprint—even in the face of radio and TV—has increased (over the years). We see nothing challenging this in the future," he said, largely because of the increase in preprint use by newspapers.

In the 1990s, he said, newsprint will contain less fiber, be produced at higher speeds, be wound in larger diameter rolls requiring fewer pasters, be more uniform in quality, use less energy in its manufacture, and yield less waste and more printing surface per ton.

John E. Houghton, president and chief operating officer of Ontario Paper Co. Ltd., said there is a "small explosion" of technological change now taking place in the newsprint industry, and it's focused on the two objectives of improving quality and productivity.

The industry is doing a number of things to achieve those objectives, Houghton said: improving harvesting, developing new pulping methods, using twin-wire paper machines that provide more uniform paper quality and using computer-controlled paper machines.

How technology can be used to control costs at newspapers was outlined by Gene McDavid, vice president/administration at the Houston Chronicle. "There are many trends that have taken place in technology over the past 20 years that have enabled newspapers to control—and even reduce—many of the costs of manufacturing its product," he said.

Some of these trends include faster equipment with greater capacities; lower unit costs for composition and related equipment; generally lower operating skill levels required, which means less training costs; a higher degree of equipment reliability; and the shift in control of the product from the production department to editorial and advertising.

In order to remain successful, newspapers must "focus on strategic and marketing management," said Larry D. Franklin, executive vice president of Harte Hanks Communications Inc. of San Antonio, Texas. That strategy should address "meeting the informational needs of a fragmented market," he said. ☐

Most companies lower paper cost

Most companies have followed Kimberly-Clark Corp. in cutting newsprint prices to U.S. customers by about 6 percent [presstime, Nov. 1982, p. 42]. The new prices are generally $468.50 a metric ton or $425 a short ton, down from $500 metric or $453.60 short.

Some companies are calling the reduction an "allowance" so that they do not have to give formal notice of a price decrease.

Boise Cascade Corp. said it intends to restore the $500-a-metric-ton price Jan. 1 Other companies said the situation will be reviewed in the coming weeks.

Meanwhile, MacMillan Bloedel Ltd., British Columbia Forest Products Ltd. and Crown Zellerbach Canada Ltd. reduced prices for their Canadian customers from $540 to $515 a metric ton, a drop of 4.6 percent. ☐

Agreement inked on sale of Crown Zellerbach unit

Crown Zellerbach Corp. said it signed a preliminary agreement to sell its 84-percent interest in Crown Zellerbach Canada Ltd. to New Zealand-based Fletcher Challenge Ltd., for $242 million.

Fletcher Challenge is the parent company of Tasman Pulp & Paper Co. Ltd., which has a mill in British Columbia that produces kraft paper, wallpaper base stock and pulp. The mill has potential capacity of 330,000 metric tons of newsprint.

Crown Zellerbach Canada owns the Elk Falls newsprint mill at Campbell River, British Columbia, with annual estimated capacity of 386,000 metric tons.

The agreement also includes Crown Zellerbach's Norsk Pacific Steamship Co. Ltd. that hauls cargo along Canada's West Coast, mostly for Crown Zellerbach.

The transaction is subject to a final agreement, approval by the companies' directors and government authorization. ☐

Statistics delayed

The October report on newsprint consumption, stocks, production and shipments was incomplete at press time. It will be published in the January edition.

Newsprint notes

Railroads have reduced from 36,000 to 5,000 pounds the **minimum weight for newsprint-roll cores**, returned from locations in the West but east of the Rocky Mountains to mills in Eastern Canada. The decision is subject to certain provisions.

ANPA wrote the railroads last July that "newspapers are not able to store large quantities of cores to meet the carload minimum" and that consequently, cores are returned by truck in small lots at greater expense.

For more information, contact ANPA at The Newspaper Center, Reston, Va.

• • •

A proposed **Mississippi newsprint mill** was issued air and water permits by the state.

A spokesman for the cooperative project said it is hoped that financing for the $200-million mill can be arranged by the end of December and that construction can begin soon after the first quarter of 1983.

The proposed mill, known as Grenada Paper Co., involves about 10 newspapers and publishing companies as well as private timberland owners and other business executives. Its capacity would be 181,000 metric tons a year [presstime, Oct. 1981, p. 46]. ☐

Major East Coast dailies changing hands

Jacksonville

The Florida Times-Union
Jacksonville Journal

Morris Communications Corp. of Augusta, Ga., was the successful bidder for the Florida Publishing Co. of Jacksonville, a unit of the Richmond, Va.-based CSX Corp.

The purchase price was not disclosed, but Bruce Thorp, a newspaper analyst with Lynch, Jones & Ryan in Washington, D.C., estimated that Morris bid between $175 million and $200 million. That would make it the second largest purchase in newspaper publishing history, exceeded only by the $305 million paid by Newhouse Newspapers to acquire Booth Newspapers in Michigan. That 1976 transaction included eight dailies and Parade magazine.

Morris outbid Gannett Co. Inc. of Rochester, N.Y., Cox Enterprises Inc. of Atlanta and Capital Cities Communications Inc. of New York City for the highly prized property.

Florida Publishing's operations include three daily newspapers—The Florida Times-Union of Jacksonville (morning, circulation 158,505), the Jacksonville Journal (evening, 44,203) and The St. Augustine Record (evening, 10,750)—plus the weekly Crescent City (Fla.) Courier-Journal and commercial printing plants in Jacksonville and St. Augustine.

CSX, a railroad holding company, announced last August that it wanted to sell the newspapers to concentrate on its transportation and energy businesses [presstime, Sept. 1982, p. 46]. The agreement to purchase Florida Publishing, which was announced Nov. 19, did not include CSX's cable television holdings.

Thomas Hoppin, CSX director of financial communications, said the sale would yield an after-tax gain of $2.50 to $3 per common share of its 41.5 million shares.

Gannett recently acquired three dailies in Mississippi—two in Jackson and one in Hattiesburg—plus six weeklies for what Lynch, Jones & Ryan estimated to be $110 million [presstime, May 1982, p. 63].

Also this year, The New York Times Co. paid an estimated $90 million for the Sarasota (Fla.) Herald-Tribune [presstime, Oct. 1982, p. 58].

Morris, a privately held corporation, publishes daily newspapers in Athens, Augusta and Savannah, Ga.; Juneau, Alaska; and Amarillo and Lubbock, Texas. It also owns five weeklies in Georgia, South Carolina and Florida, four commercial printing plants and Quarter Horse News magazine, a bi-monthly publication in Texas.

CSX was formed last year by a merger of the Chessie System and Seaboard Coast Line. Seaboard had owned the Jacksonville papers "probably since the turn of the century," said a CSX spokesman. ☐

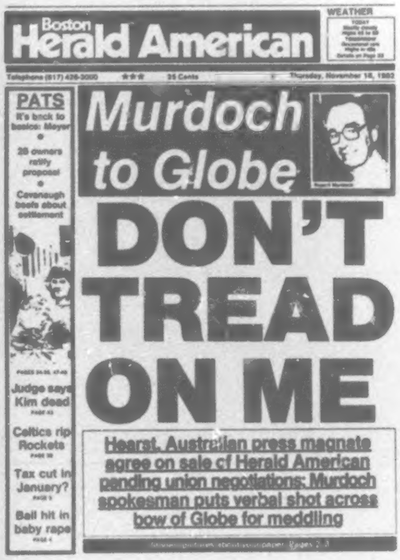
Other recent acquisitions

Thomson Newspapers Inc. of Des Plaines, Ill., is acquiring the Jacksonville (Ill.) Courier (daily circulation 8,235) and Journal (daily circulation 8,118).

Nancy and Duane Freeman of Kodiak, Alaska, have acquired the Kodiak Daily Mirror (circulation 2,200).

Gazette Co. of Cedar Rapids, Iowa, has acquired the Daily Reporter (circulation 4,523) of Spencer, Iowa, from Mid-American Publishing Co. of Des Moines. ☐

Boston



Boston Herald American

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It's back to basics: Meyer
●
28 owners ratify proposal
●
Cavanaugh beefs about settlement

Murdoch to Globe

DON'T TREAD ON ME

Hearst, Australian press magnate agree on sale of Herald American pending union negotiations; Murdoch spokesman puts verbal shot across bow of Globe for meddling

Judge says Kim dead

Celtics rip Rockets

Tax cut in January?

Bail hit in baby rape

The Boston Herald American will be closed Dec. 3 if prospective buyer Rupert Murdoch is unable to win $7 million in concessions from 10 unions.

In late November, Murdoch's company, News America Publishing Inc., was negotiating with the unions over the plan to reduce payroll and other costs.

The Hearst Corp., owner of the 228,228-circulation morning tabloid, announced Nov. 18 it had reached a "memorandum of understanding" for the conditional sale to Murdoch, publisher of the New York Post.

Terms call for Murdoch to pay $1 million cash for the newspaper, its building and equipment, with additional payments of up to $7 million contingent on future profits of the Herald American. Murdoch would assume all of the paper's employee severance and pension liabilities and certain other unspecified liabilities.

Robert J. Danzig, vice president and general manager of newspapers for Hearst, said the Herald American's financial losses have averaged $1 million a month during 1982.

Danzig said Hearst had unsuccessfully approached the 510,978-circulation, all-day Boston Globe to enter into a joint operating agreement under the Newspaper Preservation Act. Globe Publisher William O. Taylor declined to comment on the Herald American situation.

According to published reports, the Globe sent telegrams to union officers warning that the Globe would expect "appropriate concessions" if any are granted to the Herald American.

The Globe's action brought an angry Herald American front page, shown at left.

Herald American Publisher James T. Dorris also declined to comment beyond a prepared statement in which he noted that circulation gains of the past 14 months "have not been sufficient to overcome our inability to attract more advertising." ☐

The Tribune of Oakland still for sale

In Oakland, Calif., Gannett Co. Inc.'s Tribune remained for sale in November [presstime, Nov. 1982, p. 45].

Gannett Senior Vice President Douglas H. McCorkindale said that no agreement on a sale was imminent, "but that could change at any moment."

Tribune Publisher Robert C. Maynard, a potential buyer, is trying to form a local group to acquire the paper. McCorkindale said Gannett was "in active discussions with the Maynard group and with other groups."

Maynard said his negotiations "are moving along," but there was "nothing definitive" to report. "We would like to get it done in the next couple of months," he said.

The sale is part of a transaction in which Gannett plans to buy KRON-TV in San Francisco. Scripps League Newspapers Inc. has asked the Federal Communications Commission to block the transaction because under the plan, Gannett would continue to own the Independent-Journal in San Rafael, across the bay from San Francisco.

THE TRIBUNE

An attorney for Scripps, which owns two dailies and two weeklies in the area, said in late November that the matter was still pending before the FCC.

In a related development, the name of the combined Oakland Tribune/Eastbay Today ended up as The Tribune rather than Eastbay Today as previously announced. The change was prompted in part by adverse reader reaction to losing the name of the 108-year-old Tribune to the 3-year-old Eastbay Today.

Marketing Director James P. Rowley said the change also was made because of the earlier-than-planned introduction of Gannett's USA Today in the San Francisco Bay area on Nov. 15. "We wanted to avoid the confusion that may have come about if both 'Today' papers were heavily promoted," he said. ☐

Paper launched in Albuquerque

A semiweekly, free-distribution newspaper made its debut in Albuquerque, N. M., Nov. 7. The New Mexico Sun distributed 100,000 copies via carriers and motor routes to single-family homes in the metropolitan area.

The paper, which has a 50:50 news:advertising ratio, was started by the Meredith Corp., a Des Moines, Iowa-based communications firm.

Published on Sundays and Wednesdays, the Sun has an editorial staff of 16, including a former managing editor of The Herald in Everett, Wash., and a former CBS News correspondent.

It competes with two paid-circulation dailies—the Albuquerque Journal (morning, circulation 90,123) and The Albuquerque Tribune (evening, 44,946). The dailies, which publish under a joint operating agreement, have just under 40 percent penetration in the city zone, according to the Audit Bureau of Circulations.

Meredith Corp. spokeswoman Laurel Lund said the first edition brought a number of inquiries about subscriptions. If subscriber and advertising support is sufficient, the newspaper hopes to convert to paid circulation and possibly daily publication, she said. ☐

Mergers in Kentucky, Canada announced

Two more newspaper companies have announced plans to combine their afternoon and morning papers into a.m. dailies.

The Lexington (Ky.) Leader (evening, circulation 32,704) will merge with the Lexington Herald (morning, 76,012) the first of the year.

The new morning paper, The Lexington Herald-Leader, will be larger than the current Herald by the equivalent of three pages of daily news and features, according to Promotion Manager David Wilkinson.

The equivalent of about 30 full-time jobs will be eliminated, he said.

In Canada, the evening Moncton (New Brunswick) Transcript (27,143) will be combined with the morning Moncton Times (18,959) on Jan. 3.

President and Publisher E.W. Larracey said the new morning Times-Transcript will operate with fewer production people, but the exact number has not been determined.

Nine mergers of morning and evening papers have taken place in 1982 [presstime, Nov. 1982, p. 48]. ☐

Tribune Co. to sell New York Daily News building

A plan to sell the 37-story New York Daily News building to a real estate partnership has been announced by the Chicago-based Tribune Co.

Terms of the sale, which is subject to Tribune Co. stockholder approval, were not disclosed. The building has been valued at more than $100 million.

New York News Inc., the Tribune Co. subsidiary that publishes the Daily News, will retain "a significant" ownership interest in the building as a limited partner, a company spokesman said.

The company said the planned transaction is part of a continuing program "to make maximum use of its assets in its primary communications businesses," rather than tying money up in real estate.

The Daily News is in the process of moving its printing and production operations from the building to its plant in Brooklyn and satellite printing plants in Nassau County and New Jersey. The newspaper's editorial and business operations will stay in the building. ☐

John Cowles takes over as Minneapolis publisher

John Cowles Jr. has taken over as publisher of the Minneapolis Star and Tribune, replacing Donald R. Dwight, who was asked to resign. Cowles is president of Cowles Media Co., owner of the paper.

Cowles named Roger P. Parkinson, publisher of the Buffalo Courier-Express before Cowles Media closed it last September, as his deputy publisher, succeeding Christopher Burns. In another shakeup at the paper [presstime, Nov. 1982, p. 32], Burns resigned in a disagreement with Dwight just before Dwight's departure. ☐

Wire services increase rates; new AP formula stirs concern

The Associated Press has announced a 9.5-percent increase in next year's general membership assessment.

United Press International, meanwhile, is expected to increase its rates 6.3 percent for all subscribers, according to a company source.

Both rate-hike figures are lower than those for the past several years. AP's 1982 increase was 10.8 percent for a budget of about $161 million; UPI's was 10 percent for a budget of about $110 million.

The AP assessment for the first time will include a portion earmarked for capital improvements—about 3.1 percent of the calendar-year 1983 budget of about $180 million. The wire service traditionally has financed such purchases through depreciation of already owned equipment and through short-term loans.

AP Chairman Frank Batten, chairman and chief executive officer of Norfolk, Va.-based Landmark Communications Inc., listed several major capital requirements, including the satellite delivery program, Laserphoto II service [presstime, Oct. 1982, p. 65], and the need to replace old front-end systems.

At the Associated Press Managing Editors Association convention Nov. 9-12 in San Diego, Batten said, "We expect to accumulate an adequate capital fund over time. This will permit us to finance equipment purchases in a businesslike way. It will also save millions in future interest expenses."

Batten acknowledged that current poor economic conditions have been hard on many AP members. "It is a painful time for us to add a capital assessment to the normal increase in operating costs," he said. "But the board is convinced that the decision was unavoidable and could not be delayed."

In a related matter, some newspapers in competitive situations are stewing over a rate-structure change being phased in.

Until now, each morning and evening paper has paid an equal share of AP's costs to provide service to their area. Newspaper companies publishing both an a.m. and p.m. edition paid two shares, as did papers publishing all day.

But under the new plan, AP will split its geographic-area service cost equally among member companies regardless of whether they publish one edition or more than one [presstime, May 1982, p. 10].

AP officials said the old method worked well when most cities had several competing newspapers. However, they said, changes in the newspaper business, particularly the demise of many afternoon newspapers, has resulted in a "lopsided" sharing of the AP cost in some instances.

The Detroit Free Press, The Dallas Morning News and the Houston Post are among the papers whose AP bills will increase under the new formula. The bills of their competitors will decrease.

The Free Press, a mornings-only publication, will have to pay a share equal to that of the The Detroit News that publishes both a.m. and p.m. editions.

Free Press Executive Editor David Lawrence Jr. said his newspaper has given AP a "protective order of cancellation," a formal notice required before a member can drop out of the AP cooperative. The cancellation option, should the Free Press later decide to exercise it, cannot take effect for two years. Lawrence said that in the interim the Free Press will ask AP to reconsider the formula change.

Batten said he is confident that the Free Press will stay in membership. "AP is too fundamental to the competitive needs of a newspaper in a situation like that," he said.

AP President and General Manager Keith Fuller said in late November no other newspapers had filed such a protective order over this assessment change.

At The Dallas Morning News, Managing Editor Ralph Langer said his company has not decided what action, if any, to take. The rival Dallas Times Herald publishes all-day.

The Houston Post, which also faces an all-day competitor—the Houston Chronicle—has decided to swallow the change. "We've just accepted it as one of the changing facets of the newspaper business," said Kuyk Logan, managing editor.

Batten said AP also is studying its basic assessment formula for all newspapers. He said many elements are obsolete. ☐

Simmons study results released

The Simmons Market Research Bureau has released the results of its long-awaited, newspaper readership study.

Newspapers, advertisers and ad agencies that had signed up as subscribers began receiving the results of the syndicated survey Nov. 19.

There will be no public release of the study findings. Simmons is still accepting advertisers and ad agencies, but not newspapers, as subscribers.

The results, originally expected in late September [presstime, May 1982, p. 49], had been held up while researchers double-checked some samples that showed unusually high newspaper readership, explained Eugene Dalgin, president and chief executive officer of the company's Newspaper Research Division.

Dalgin said his firm's researchers had been theorizing that the high readership was due to increases in readers-per-copy. With the release of the latest Audit Bureau of Circulations figures, however, they concluded that much of the higher readership was due simply to higher circulation in the markets studied (see story, p. 31). For their surveys, Simmons researchers had been comparing readership with 1981 circulation figures.

The study covers 39 of the top Areas of Dominant Influence in the United States.

Another nationally syndicated readership study is being conducted by Scarborough Research Corp., with results scheduled to be released early next year. ☐

Yellow Pages rejects shopper as 'newspaper'

Neal R. Miller, general manager of the Iosco (Mich.) County News Herald, complained to Michigan Bell Telephone Co. about the inclusion of a shopper in the Yellow Pages listing for "Newspapers."

Michigan Bell attorneys subsequently informed Miller that the shopper will no longer be listed there unless it meets the definition of newspaper found in Michigan law. That definition says a publication must average at least 25-percent editorial content a year.

Carrier missing; appeal issued

A $30,000 reward has been offered and a nationwide search is under way for a newspaper carrier who disappeared Sept. 5 while delivering the Sunday edition of the Des Moines Register.

John Gosch

John Gosch, 12, apparently loaded copies of the paper onto his delivery wagon around 6 a.m. and, accompanied by his dog, started to walk his delivery route in suburban West Des Moines. Later that morning, subscribers began calling the newspaper to complain that they had not received their papers.

When John's dog returned home without him, his father began searching for him. He found the wagon, still loaded with newspapers near the route's starting point, but not his son.

Since then, Des Moines police and private investigators hired by the Gosch family have been unable to find any trace of the boy. The newspaper offered a $5,000 reward for information concerning his disappearance. Contributions from businesses and family friends have swelled the total.

The Des Moines daily is asking other newspapers around the United States to publish information about the disappearance and a picture of the boy.

The incident is the latest involving one of the nation's 1 million newspaper carriers to stir concern of publishers, parents and the public. A partial listing of other incidents includes the following:

• **1982**—A 31-year-old carrier for the Tulsa (Okla.) World was shot by a customer as she tossed the Sunday paper onto his porch. Another adult female carrier, this one 45 years old, was shot in a holdup attempt while waiting to pick up The Virginian-Pilot near the newspaper's plant outside Norfolk.

• **1981**—A 43-year-old carrier was robbed and killed while delivering the Tallahassee (Fla.) Democrat.

• **1980**—A 14 year-old-girl delivering newspapers in New York City's borough of the Bronx was raped and stabbed.

• **1976**—In Des Moines, three teenaged, female carriers and one carrier's mother were sexually assaulted while delivering Sunday newspapers. A 13-year-old Spokane, Wash., girl delivering The Spokesman-Review was kidnapped, raped and murdered.

• **1975**—A 14-year-old Washington Post carrier boy was killed by a stray bullet while riding in a newspaper van. A 15-year-old carrier boy for the Rockford (Ill.) Register Star disappeared from his delivery route and later was found murdered.

• **1974**—A 12-year-old girl delivering the Detroit Free Press was shot and killed by a customer. ☐

Editorials cited

Indian weekly attacked again in South Dakota

A recent firebombing attack on the Lakota Times of Pine Ridge, S.D., was the fourth such incident at the 3,200-circulation weekly paper in its two years of publishing, Publisher and Editor Tim Giago said.

"Our windows have been shot out with rifles and knocked out with crowbars," he said. "We have plywood where windows should be."

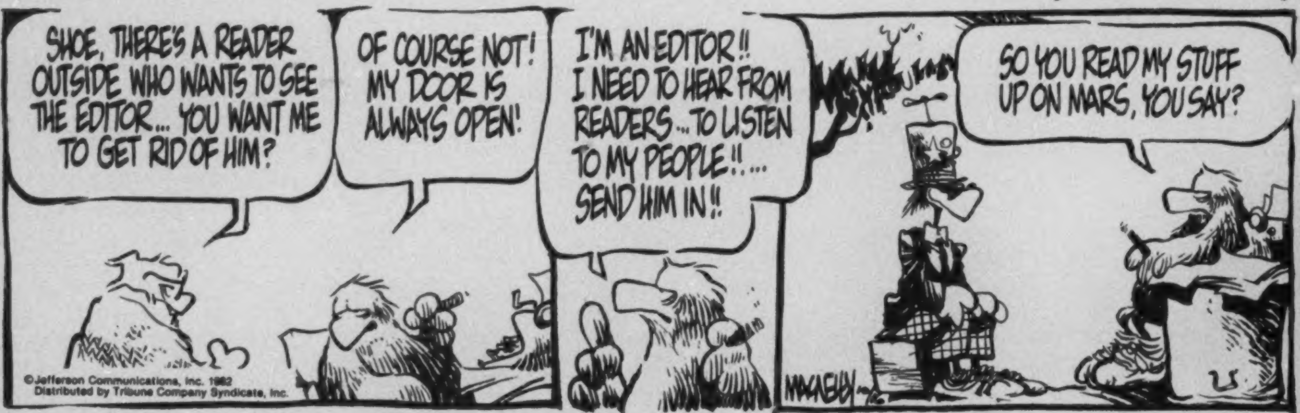
Giago believes the attacks stem from editorials he has written critical of the American Indian Movement. "The extremists are harming Indians," he said. "Indians have their silent majority like everybody else."

The 48-year-old Lakota Sioux was born and reared on the Pine Ridge Reservation. He said that before he started the paper, there was none for the 17,000 people who live on the 5,000-square-mile reservation. The paper is also distributed on the contiguous Rosebud Reservation in southwest South Dakota.

Besides publishing the Times, Giago writes a weekly column, "Notes From Indian Country," that is carried by several dailies in the West. He formerly worked for the Farmington (N.M.) Daily Times and The Rapid City (S.D.) Journal. ☐

'Shoe'

By Jeff MacNelly


SHOE, THERE'S A READER OUTSIDE WHO WANTS TO SEE THE EDITOR... YOU WANT ME TO GET RID OF HIM?
OF COURSE NOT! MY DOOR IS ALWAYS OPEN!
I'M AN EDITOR!! I NEED TO HEAR FROM READERS...TO LISTEN TO MY PEOPLE!!... SEND HIM IN!!
SO YOU READ MY STUFF UP ON MARS, YOU SAY?
MACNELLY

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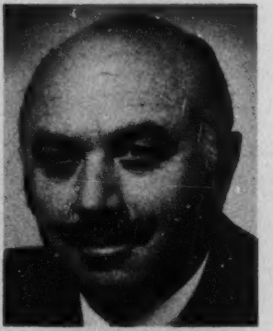
speeches

Sidney Gruson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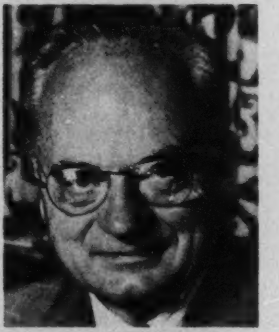
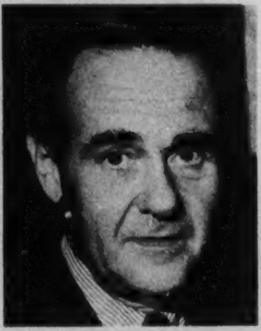

Clayton Kirkpatrick


Robert J. Halman

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

From the Institute of Newspaper Controllers and Finance Officers annual meeting, Dearborn, Mich., Oct. 17-20:

- **Newspapers' Survival Kit for the '80s:** Sidney Gruson, vice chairman of the board, The New York Times Co.
- **Electronic Publishing: Who Has the Right Formula?** Joseph Cole, general manager, Arizona Republic and Phoenix Gazette Cable Division; E. Terry Ausenbaugh, administrative assistant to the president, Omaha (Neb.) World-Herald; Larry T. Pfister, vice president, Time Video Information Services, New York City.
- **Current Developments in SAUs.** Frank J. Savino, vice president, The Record, Hackensack, N.J.
- **Newspaper Quality Circles in Action.** Albert E. Francis, manager of human resources and training, Detroit Free Press.
- **Today's Newspapers.** Clayton Kirkpatrick, past president and executive editor, Chicago Tribune Co.

• • •

From the Associated Press Managing Editors Association annual convention, Nov. 9-12, San Diego:

- **Address by Outgoing APME President Robert J. Haiman,** executive editor, St. Petersburg (Fla.) Times.
- **Advanced Newspaper Technology in the Late '80s and '90s.** William D. Rinehart, ANPA vice president/technical.
- **What Have We Learned from the Newspaper Readership Project?** Leo Bogart, executive vice president and general manager, Newspaper Advertising Bureau.

• • •

- **Free the Broadcasting 10,000.** Mark S. Fowler, chairman, Federal Communications Commission. North Carolina Association of Broadcasters meeting, Raleigh, Oct. 25.
- **Freedom of the Press: At Issue.** U.S. Sen. Daniel Patrick Moynihan (D-N.Y.). ANPA Government Affairs Committee meeting, Washington, D.C., Sept. 21.
- **Press Freedom.** Jim Fleming, minister of multiculturalism. Canadian Daily Newspaper Publishers Association annual meeting, Vancouver, British Columbia, Sept. 22.

ANPA Calendar

December

ANPA Board of Directors meeting
Waldorf-Astoria Hotel, New York City, Dec. 1-2

ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association Circulation Managers Workshop
Dunfey Hotel, Dallas, Dec. 1-3

ANPA Operations Management Conference and Exposition Arrangements Committee meeting
New York City, Dec. 2

ANPA Foundation Board of Trustees meeting
Waldorf-Astoria Hotel, New York City, Dec. 2

ANPA Press/Bar Relations Committee meeting
Waldorf-Astoria Hotel, New York City, Dec. 2

ANPA/American Bar Association Task Force meeting
Waldorf-Astoria Hotel, New York City, Dec. 3

ANPA Research and Production Committee meeting
The New York Times Co., New York City, Dec. 3

January

ANPA Labor and Personnel Relations Conference
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 12-15

ANPA Operations Management Conference and Exposition Arrangements Committee meeting
ANPA Research Institute, Easton, Pa., Jan. 18

ANPA Research and Development, Technical Services and Training, and Environmental committees meetings
ANPA Research Institute, Easton, Pa., Jan. 19-20

ANPA Research and Production Committee meeting
ANPA Research Institute, Easton, Pa., Jan. 20

ANPA Board of Directors meeting
Mauna Kea Beach Hotel, Kamuela, Hawaii, Jan. 31-Feb. 2

February

ANPA Management Development Workshop
Radisson Hotel, Chicago, Feb. 7-11

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Westward Look Resort, Tucson, Ariz., Feb. 9-10

ANPA Postal Committee meeting
Capital Hilton Hotel, Washington, D.C., Feb. 14-15

ANPA Foundation Conference for Professional Support of Journalism Education
American Press Institute, Reston, Va., Feb. 20

March

ANPA Government Affairs Committee meeting
Mayflower Hotel, Washington, D.C., March 8-9

ANPA Telecommunications Committee meeting
Capital Hilton Hotel, Washington, D.C., March 9-11

ANPA Conference for Newspaper Men and Women
Don CeSar Hotel, St. Petersburg, Fla., March 13-16

ANPA Labor Relations Seminar
Drake Hotel, Chicago, March 20-23

ANPA/International Newspaper Promotion Association Newspaper Executives Marketing Seminar
Woodlands Inn., Houston, March 20-26

ANPA Foundation Newspaper in Education Program Development Conference
Holiday Inn-Capital, Washington, D.C., March 31-April 1

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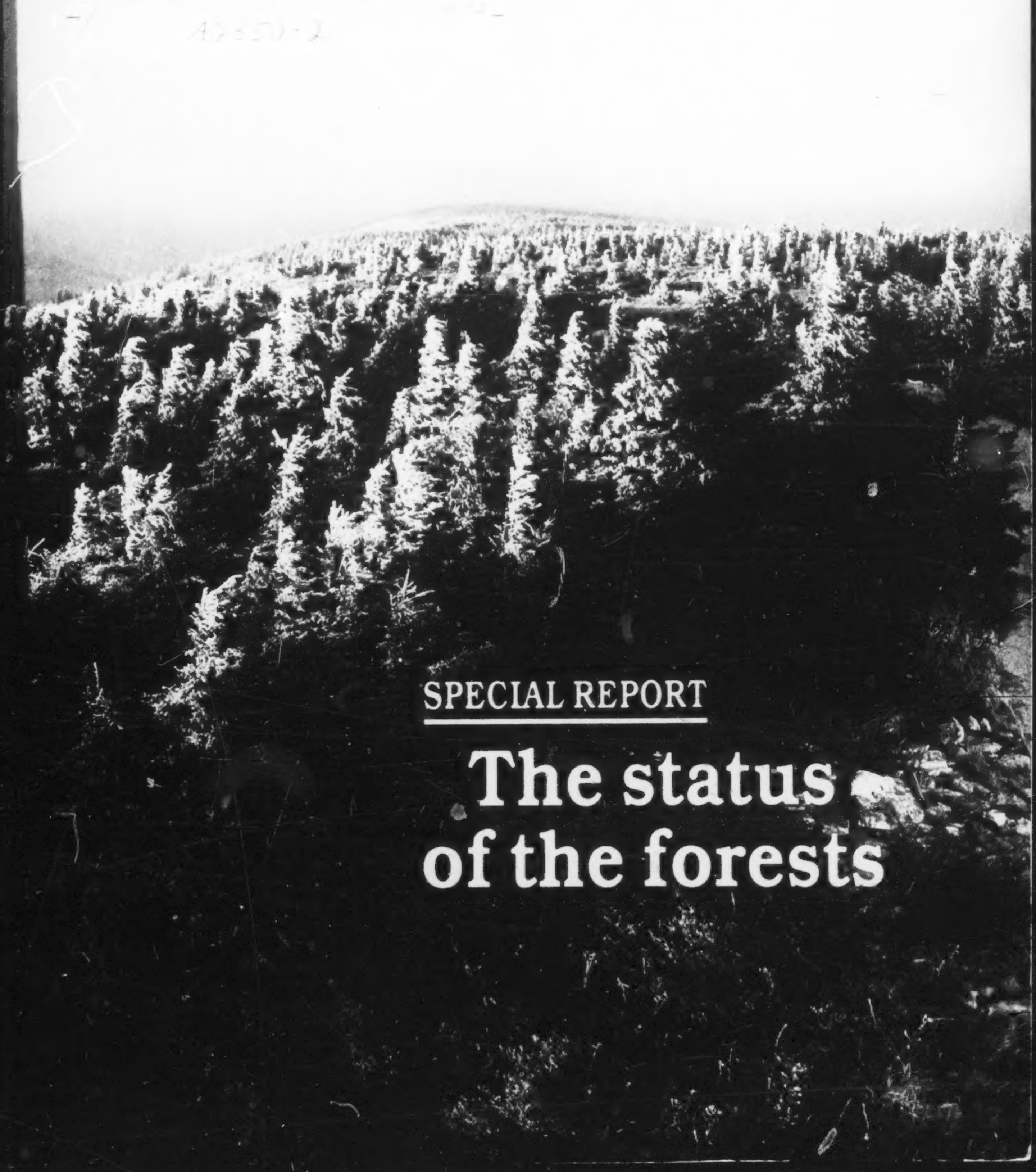
presstime

The Journal of the American Newspaper Publishers Association

January 1983



SPECIAL REPORT

The status of the forests

chairman's corner

ANPA budget will not require increase in dues formula

Your Board of Directors took several actions at its December meeting which I should report to you.

Most importantly, the Board approved for this new year a balanced Association budget that will *not* require any increase in our dues-computation formula or in the majority of our fees. We expect both to receive and to expend this year $8.4 million—an increase of some $500,000 from 1982. We'll receive some increased dues revenue because our formula factors in newspapers' advertising-rate increases, but we will go a second year without having to increase the dues formula itself.

William C. Marcil

And, we'll hold the line on all special service, workshop and publications fees, with the exception of modest increases for the New York City Convention fees.

I'm pleased that we are able to balance our operations budget without hiking the dues formula. Every one of us is being careful at our newspapers, and your Directors are doing the same with the Association's spending.

It is particularly significant that we will complete the 1982 fiscal year with a surplus of several hundred thousand dollars over our planned $7.9-million expenditure. That surplus will go to help us accomplish the Reston building program on schedule and within budget.

We won't change the size of our professional staff this year, either but we will retarget some of the staff's efforts so as to better accomplish the strategic priorities developed during our 1982 planning process. I am happy to report that every one of the selected strategic priorities will be addressed during 1983, even though work on some will be delayed briefly in the face of our revenue realities.

We'll continue in 1983 our programs in all the activity areas we were involved in in 1982, but this year there will be less emphasis required on telecommunications public policy matters and greater emphasis needed on postal affairs. We have budgeted $150,000 for ANPA postal activities, and we anticipate that the Newspaper Advertising Bureau also will contribute to the joint postal effort.

We'll continue work on our special projects involving kenaf, the voluntary Standard Advertising Unit system, printing quality work, presstime and relocation of our technical research and training activities to Reston in mid-year.

Also, our Convention Arrangements Committee and our Conference and Exposition Arrangements Committee have nearly completed their highly interesting programs for this year. So, now is the time to mark your calendar for the April Convention in New York City and the June Conference and Exposition in Las Vegas!

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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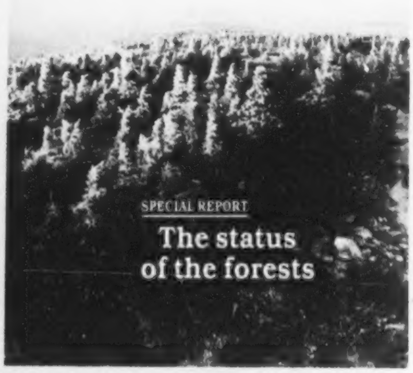

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(Cover photo by Deborah Stoken.)

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America's forests face supply crisis unless steps taken

By Margaret Genovese
presstime staff writer

The energy crisis rudely awakened U.S. drivers to the fact that the gasoline that powered their automobiles was not being pumped from a bottomless oil refinery.

A similar day of reckoning could dawn for another commodity upon which U.S. publishers depend to drive their enterprises—wood, the raw material for newsprint.

How could this happen? Unlike oil, wood is a "renewable" resource.

Renewable, yes. But not limitless, the experts say.

Warnings have been sounded in both the United States and in Canada that problems could lie ahead if remedial steps are not taken.

On the surface, it seems incredible that there could be any doubt as to the adequacy of the supply of low-cost, high-quality wood. After all, the United States still is covered by about 70 percent of the forest land it had when Christopher Columbus landed, according to the forest products industry. Canada, which supplies about 58 percent of U.S. newsprint demands, also has retained most of its forests.

At the present time, like the Middle East and its oil glut, North America is particularly well-stocked with wood because of the depressed housing industry.

The condition, however, is expected to be temporary.

This is what spokesmen for the wood and pulp products industries say about the future of the wood supply:

- "If this economy ever turns around and we get out of the recession and back into a booming economy . . . we could get into a situation sometime in the future, maybe 10 to 20 years, where we will be harvesting more than we are growing, and that's what we want to avoid."—Richard Lewis, director of forestry programs for the American Pulpwood Association.
- "Canada is beginning to approach the annual allowable cut (for softwoods). So if we were not to stimulate the productivity of the forests, then we would reach the stage in a few years where we would be limited in the potential of our industry to grow."—Gordon P. Minnes, secretary and a spokesman for the Canadian Pulp and Paper Association.
- "We won't run out of wood, but we will be short on trees or wood products at a reasonable price unless we continue to make, and make more, investments in forest productivity."—Gene S. Bergoffen, assistant vice president, resource programs, National Forest Products Association.

The beginning. Concern over the supply of wood for their newspapers is a relatively new worry for publishers. It has been little more than a hundred years that paper has been a "wood product."

In the early years of the United States, trees were felled to clear land for farming and for lumber and energy—not for papermaking.

Until the mid-1800s, the principal raw material for papermaking was rags. Later, when rags came into short supply, straw and mixtures of straw, rags, wood and other fiber sources were used. By 1890, wood was the chief source of fiber for newsprint.

This brought about a shift in location of paper mills from around cities, where there was a supply of rags, to near woodlands.

Historically, pulp and paper mills followed the lumberjacks. They stripped the forests of the desired species of trees, then moved on. The cut-and-run progression was from New England, to the Great Lakes states, to the South and to the West.

Canada began its major involvement in pulp and paper production when changes in U.S. tariff policy in the early 1900s meant that newsprint and wood pulp could be imported free to the United States.

On both sides of the border, it is the softwoods (usually evergreens) that go into newsprint production. This is because their fibers, longer and thinner than those of hardwoods, yield a strong paper that can be wound tightly on a roll and then fed through a press at high speeds.

The primary species used in newsprint production in the United States are black, red and white spruce and balsam fir in New England; Southern pine and a small amount of "soft-textured" hardwoods, including poplar, in the South, and Douglas fir on the West Coast.

In most parts of Canada, black spruce is the primary species for newsprint. Also used are white and red spruce, balsam fir and small amounts of jack pine and poplar. Those species are found in Canada's "boreal" forest that stretches in a broad band from the Atlantic provinces to northern British Columbia. On the Pacific coast of British Columbia, the species used are hemlock, balsam fir and small amounts of Douglas fir.

These softwoods, of course, are used for more than newsprint: other grades of paper, lumber for building, plywood, particle board and fuel wood.

It takes 18-20 trees to make one ton of newsprint, based on the types of trees harvested in Eastern Canada. That ton of newsprint will produce 2,637 copies of a 64-page, broadsheet newspaper.

But just as papermaking went from rags to wood, there are some who believe that adoption of another fiber source, such as kenaf, either as a supplement or an alternative to wood will be the answer to the long-term supply problem.

"I think by the adoption of something like kenaf that a true wood shortage situation can be completely averted," says Donald N. Soldwedel, president and publisher of The Yuma (Ariz.) Daily Sun and chairman of the ANPA Newsprint Committee. Soldwedel has been the prime mover behind the Association's investigation of kenaf, a fast-growing fibrous plant [presstime, Nov. 1982, p. 42].

Supply and demand. At the present time in both the United States and Canada, the annual growth of softwoods exceeds the annual harvest. But demand is not expected to remain static. And in some regions, harvests already are exceeding the level that can be sustained by current rates of growth.

A U.S. Forest Service study, "An Analysis of the Timber Situation in the United States 1952-2030," released in draft form in 1980, predicted that demand for wood and wood products would double 1976's level by 2030.

Figuring that domestic forests will fill most of the need, the study said demand could outpace harvests by as early as 1990. The possible consequences were spelled out this way: "If timber supplies are not adequate in future years to meet the projected demands for both pulpwood and other timber products . . . there will be upward pressure on paper and board prices. Also, other fibers—waste paper, bark, limbs and tops, tropical hardwoods, kenaf, and plastics—will be used to a greater extent."

Although the Forest Service currently is revising its demand estimates in light of the recession, Dwight Hair, head of demand, price and trade analysis, says he does not anticipate any change in the basic picture painted by the study.

A report issued last August by the Investment Research Department of Morgan Stanley & Co. Inc. differed from the Forest Service in demand estimates but basically endorsed the Forest Service's prediction of a rise in price of softwood timber as supply tightens.

Needless to say, the prospect of still higher prices for newsprint is not a pleasing one for publishers. Newsprint already accounts for 16 to 33 percent of newspa-

Dr. Wendy Cheng of International Paper Co. evaluates how the environment and growth hormones affect tree development.

per's total publishing costs (with the percentage growing the greater the circulation), according to the Newsprint Information Committee, the informational arm of Canada's newsprint industry. The rising cost of paper is one of the things that Ted Turner and other video stalwarts say will hasten the demise of newspapers.

But the picture is not all gloomy. The demand-supply imbalances are not inevitable. The primary strategy for averting them, say officials in government and industry from both countries, is better forest management.

Notes the U.S. Forest Service study: The nation's commercial timberlands have the potential to produce enough timber to meet projected demand, but it will require "time and substantial investments in a variety of forest management, research and assistance programs."

Similarly, a 1981 report by Canada's Minister of Environment, "A Forest Sector Strategy for Canada," says: "Intensive forest management . . . is the only long-term answer to stable growth in the forest sector."

The identification of problems—and their solutions—by federal governments does not necessarily translate into action. We are not, so to speak, out of the woods yet.

In the United States, 483 million acres of forest land is classified as "commercial," capable of producing 20 cubic feet of wood per acre per year. By far the biggest part of the "commercial" holdings are privately owned, 72 percent or 347 million acres. This 72 percent breaks down to 14 percent owned by the forest products industry and 58 percent owned by non-industry private individuals. Governments, primarily the federal government, own 28 percent or 136 million acres.

In Canada, by contrast, the provinces own 87 percent of the 1,984,000 square kilometers (490 million acres) of "productive" forest land, defined as land capable of producing a marketable timber stand within a reasonable length of time. Five percent, primarily parks and forest land in the Yukon and Northwest Territories, is owned by the federal government. Only 8 percent, primarily in Nova Scotia, is privately owned.

Private problems. In the United States, the 14-percent sector owned by the forest products industry is acknowledged to be the nation's most intensively managed timberland; that owned by other private interests, the least. Properly managing the latter category is seen as the key to meeting future U.S. demand and staving off the projected "economic shortage" of wood.

"If we applied everything we know about tree growing, we could meet (the projected 2030 demand) with the acreage we have," says Lester A. DeCoster, vice president of resources division of the American Forest Institute. AFI performs public relations and educational services for the forest products industry, which supports it.

"The industry can certainly make its land be more productive because it has its own foresters," he says. "The big problem is on that big hunk of acreage represented by private ownership—getting information to them and getting them to use it."

Estimates of the number of private owners range from 3 million to 7.7 million. For the most part, they are not foresters. "They could be orthodontists or school teachers, you name it," says DeCoster.

AFI's American Tree Farm System is the industry's primary national effort to get growing, harvesting, marketing and other management information to these private owners. In addition, federal and state governments have technical assistance programs. In the private sector, local forestry organizations and forest product companies also provide help.

According to forest products industry officials, the primary barriers to getting private landowners to manage their land more efficiently are economic. They include the long lead time between investment and harvest, and estate tax policy that encourages liquidation of timberland.

The federal government offers a limited amount of financial assistance to private owners of forest land for such things as tree plantings. But the program's annual budget has been cut in recent years from $15 million to $12.5 million.

In 1980, Congress changed the tax laws to permit timber owners to write off their investments in tree planting up to $10,000 over a period of seven years and to get an investment tax credit of 10 percent.

These provisions are limited in their impact, according to industry spokesmen. In fact, the biggest boost to private forest management investment came almost 40 years ago when timber sales became entitled to capital gains treatment.

John B. Fery, chairman of the board and chief executive officer of Boise Cascade Corp., has called for more educational efforts and technical assistance programs as well as "other meaningful tax incentives," including strengthening the investment tax credit.

But the problem of properly managing the forests does not rest solely with individual landowners. Forest products industry officials also say they cannot count on the use of forest land in government hands.

The sale of timber is one of the multiple uses to which National Forests can be put (others are water, wildlife, outdoor recreation and grazing).

But not all of the forest in the National Forest System is open to multiple use. For example, as Congress designates portions as wilderness areas, they become taboo for timbercutters.

"The kicker with government land is there never has been any policy established on what we are going to do long term with that land," says the AFI's DeCoster.

The provinces In Canada, where the major landowners are the provincial governments, a major change has taken place in the way some of them manage their holdings. Where in the past the governments were responsible for reforestation, increasingly they are paying the companies with long-term leases to harvest the timber to also plant the seedlings.

The provinces' problems in securing adequate money and manpower, and the realization that harvesting and forestation should be closely associated, led to the change.

The provinces involved thus far are Alberta, British Columbia, New Brunswick and Ontario.

In Ontario, the first of the so-called forest management agreements was signed in the spring of 1960 between the government and Abitibi-Price Inc., the world's largest producer of newsprint. "We are very positive toward forest management agreements because, as an industry, we feel we can do the work of reforestation more efficiently," says Abitibi's director of corporate communications Sharon Paul. Abitibi planted its 10 millionth tree last May under a 20-year forest management agreement.

Are the forest management agreements working overall? It's too early to tell, says Paul L. Aird, a professor on the Faculty of Forestry at the University of Toronto. "We expect they will work, but this is contingent on continued government funding."

The change in the party responsible for reforestation coincided with the growing recognition that Canada faces potential wood supply problems.

Said Environment Minister John Roberts in his 1981 report: "In the past it was customary to harvest virgin timber and leave nature to replenish supply. In effect, we mined the virgin forests and gave too little thought to the future crop. . . . Forestry is now in a critical transition stage where 'mining' must give way to systematic forest renewal."

Canada now is looking more realistically at this great natural resource, Roberts said. For example, the annual allowable cuts for softwoods have been reduced an average of 20 percent. The level of allowable cut is based, for a given area, on such things as assumptions of growth levels, losses to natural causes and how much marketable timber it has.

Last September, the Canadian federal government announced a new forest renewal policy that, among other things, involves increased federal assistance to provinces that agree to follow certain federal guidelines. "It's the most progressive thing in forestry that's happened in this country in the last 20 years," says F.L.C. Reed, assistant deputy minister of the Canadian Forestry Service.

Management styles. Another positive change in the forestry situation is the adoption over the past two decades of more methodical forest management techniques, such as:

- *"Silviculture."* If agriculture is the science or practice of raising crops, "silviculture" is the science or practice of raising forests. The two processes are not dissimilar, except in the case of forests it takes much longer.

Weyerhaeuser Co., which claims to be the largest timber owner in volume-per-acre in the U.S. forest products industry, practices a brand of silviculture that it calls "high-yield forestry" on its 5.6-million acres of forest land. It includes planting superior trees, fertilizing them, thinning them and eliminating competing species. In some areas, yield has doubled, according to Arthur V. Smyth, a Weyerhaeuser vice president.

When a resource is plentiful and cheap, there is no incentive to conserve it, notes Smyth. "When we were logging over New England, the nation's priorities were to build farms and cities. Because timber was plentiful, you could always go over the next ridge and get all the wood you wanted for 25 cents a thousand (board feet). Now that timber is valuable, it does indeed make economic sense to manage and grow timber."

- *Genetic improvement of trees.* What grows faster, straighter and has a greater volume than its predecessors? "Supertree!"

Among the companies that have produced genetically superior trees is International Paper Co., the largest land owner among U.S. forest product companies with about seven million acres. It has been working primarily with Southern pine.

According to an IP spokesman, in 35 years one acre of regular Southern pine will produce about 8,500 board feet of saw timber and nine cords of pulpwood, while in 30 years an acre of super Southern pine will produce about 15,000 board feet of

U.S. Forest Service

saw timber and nearly 12 cords of pulpwood.

Improvement of forests by improving growing stock is a relatively new science, says Stanley L. Krugman, director of timber management research for the U.S. Forest Service. Serious genetic research aimed at forests did not really start until the 1920s, he says. Application of the science did not take place until after World War II when tree planting began to be done more intensively.

The southern United States, where tree growing is easier than in colder climates, has been a leader in tree improvement, Krugman says. Not only have growth rates improved, there also have been improvements in wood quality and resistance to disease.

- *Management plans.* St. Regis Paper Co. practices "even-age" management on the 570,000 acres of land it owns in Texas, according to Houston area manager Edward M. Welch. It has divided its land into 30 sections and each year since 1970 has cut and reforested one part. This results in whole stands of trees ready to be harvested at the same time.

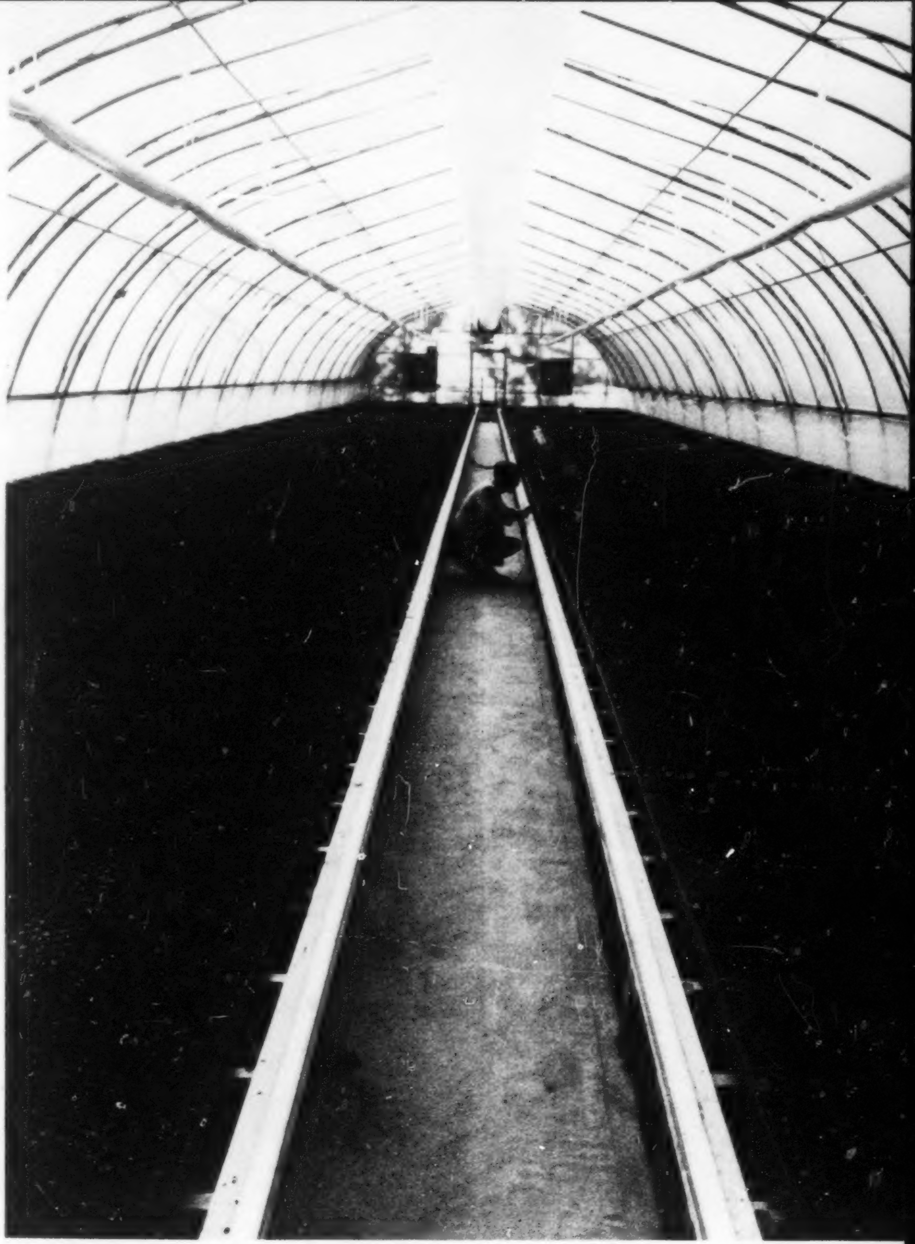
Clear cutting (Welch uses the less emotionally charged term "harvest cutting"), in which all of the trees in an area are felled, is used on the even-age stands under environmental guidelines developed by St. Regis. These guidelines restrict clear-cut areas to less than 300 acres and require that "buffer strips" be left along streams to minimize erosion and to benefit wildlife.

- *Harvesting methods.* The cross-cut saws of logging lore gave way long ago to chain saws for timber harvesting. Now, increasingly, chain saws are giving way to mechanized harvesters and lumberjacks to operator-technicians.

At Great Lakes Forest Products Ltd., about a third of the harvesting is done by a machine that fells the trees—and does it closer to the ground than can a logger with a chain saw—cuts off the limbs, cuts the logs into 100-inch lengths and transports them to the side of a road for truck pickup. Morris R. McKay, vice president-woodlands operations, says the mechanical harvester can produce 63 stacked cubic meters of wood per-man-day, contrasted with 26 stacked cubic meters by chain saw operators.

- *Using more of the tree.* There is an old saying that with pigs, everything is used but the squeal. The saying has found a new application today in the forest products industry, which now is using everything but fallen needles and leaves.

Former sawmill waste is now turned into chips for pulp. Whole trees that are not of high enough quality for lumber production are chipped for pulp. (So-called whole-tree chippers that work in the woods and into which whole trees, bark and all, are fed, have not been feasible for newsprint production which requires a clean chip.) Branches and other waste at the timber site, is gathered and used to produce energy. To try to get fiber out of the tap root of Southern pine, there even have been serious experiments with pulling the trees out by their roots like carrots.



Tree nurseries like this one supply Abitibi-Price's reforestation efforts.

- *Inventory control.* The forest products industry, like most others, has entered the computer age.

For example, Great Northern Paper Co. has begun using a computer to keep track of the 2.1 million acres of timberland it owns in Maine.The computer can spit out maps and data on where timber has been harvested, where it cannot be harvested because of research projects or zoning restrictions, and where it can be harvested.

Fire and rain. Forestry experts say that in addition to making forest land more productive through forest management techniques, it will be increasingly important, as demand on forest resources grows, to limit natural destruction.

The incidence of forest fires is going up in both the United States and Canada, says Craig C. Chandler, director of the U.S. Forest Service's forest fire and atmospheric sciences research. But in the United States, the acreage lost to fire is on a downward trend because fires are being put out quickly.

In Canada, on the other hand, there were record acreage losses in 1980 and 1981, with drought conditions a factor.

In Ontario alone, 700,000 acres burned in 1981. "We lost to fire the same amount of timber used for production. . . . We can't do that very long," says Robert B. Loughlan, secretary-manager of the Ontario Forest Industries Association.

While fire damage is vast and highly visible, it actually ranks third behind the more subtle damage caused by disease and insects, says Gerald W. Anderson, director of forest insect and disease research for the Forest Service.

Foresters in both countries are mounting a coordinated, major assault on the tree-killing spruce budworm, the spread of which has reached epidemic proportions.

Even as they act, a possible new threat to the North American forests is being studied: so-called acid rain—sulfur and nitrogen oxides that fall to earth in the form of acidic rain, snow, frost and dry particles. Fossil-fuel-fired power plants are thought to be the major source of it.

Although forestry experts in the United States and Canada suspect acid rain has some effect on forests, they are not yet certain what that effect is.

There is substantial evidence that acid "deposition" causes some severe, adverse effects on some lakes and aquatic life. "We do not have similar evidence for what might be called severe or acute impacts on forest ecosystems," says William H. Smith, acting dean of the Yale University School of Forestry and Environmental Studies. "We have a lot of concern, but we don't have the evidence."

But a botany professor at the University of Vermont, Hubert W. Vogelmann, conducted what he says is the first U.S. study that "quantifies" tree deaths. It suggests acid rain as the cause. The study was of a red spruce forest in Vermont where 50 percent of the trees died between 1965 and 1979.

But Vogelmann adds this caveat. "The forest environment is extremely complex. It is very hard to separate out the various factors. . . . We have to be very careful to state that we are not saying that we have a lawyer-proof case on a cause-effect here."

To point out what a confusing situation exists, some scientists believe acid rain, far from killing or retarding the growth of a forest, could actually stimulate its growth. After all, they point out, sulfur and nitrogen are necessary plant nutrients and form the basis of fertilizers.

A question of will. Of course, newspapers' concern for forestry management comes back to newsprint. And there are changes under way in the newsprint manufacturing process itself designed to stretch the available resource.

One is a change to lower basis weight, something that has engendered controversy in the newspaper business in the past (see story below).

Another is the use of new processes and alternative fiber sources.

Ontario Paper Co.'s new mill in Thorold is a model of this. First, it is using the more efficient "thermomechanical" pulping process. Second, it is using poplar, a fast-growing hardwood, along with the traditional softwoods. And third, it is using recycled fibers as a part of the newsprint mix.

The company's multifaceted approach to the business of making paper is yet another example of how various entities are looking well beyond the wood surpluses and discounted newsprint prices of today and toward the needs of newspapers and other newsprint users tomorrow.

North American forest land has the capability, with careful management, to meet the demands placed upon it. But whether the will to make them more productive can be summoned from those whose woods these are, only time will tell. □

Change to even lighter paper?

The 30-pound basis weight for newsprint that was thrust on newspapers in 1974 is still with us, but how much longer it will stay is uncertain. Many industry observers believe a change to a lighter weight paper is just a matter of time.

Doris E. Kleintop, supervisor of the ANPA Research Institute's Materials Testing Service, says, "The lowering of the basis weight seems to be inevitable, but I think it will be a very gradual change." She says less than 10 percent of the samples she receives for testing are below today's general industry standard of 30-pound basis weight.

(Basis weight is the weight of a ream, or 500 sheets, of newsprint cut to 24 by 36 inches.)

McClatchy Newspapers, Scripps-Howard Newspapers and Knight-Ridder Newspapers Inc. all have stated opposition to further reduction in the basis weight, mostly because they say the lighter weight paper increases web breaks and show-through.

"Our position is that we want to retain 30 (pounds) as long as possible," says Homer Taylor, president and general manager of Scripps-Howard Supply Co.

Some newspapers have used the lighter weight, either 27.7 or 28.5 pounds, newsprint successfully. Gannett Newspapers Inc., the Army Times Publishing Co. in Springfield, Va., and the San Diego Union and Tribune say they have not noticed significant differences in either web breaks or show-through and have realized significant savings in mailing costs with the lighter paper.

"Economically, we found it was a better buy," says Richard N. Miller, purchasing manager at the San Diego newspapers. The lighter weight newsprint will be used there almost exclusively this year, he adds.

The newsprint industry wants to change to lighter basis weight newsprint because it saves money and resources. Less energy is required to manufacture it because less drying time is needed. And more newsprint can be made from less raw material, meaning conservation of forests.

Suppliers also point out that lighter weight newsprint offers publishers savings in transportation and storage costs as well as postal bills.

But they are wary of alienating publishers by pushing the paper on them. They say that there will be no arbitrary reduction in the weight and that the reduction will come only after publishers have tested it and decided they want to buy it. □

Government/legal roundup

(Editor's note: This compilation of government and legal issues affecting newspapers is prepared four times a year by the ANPA Government Affairs and Legal departments. The last one appeared in the October 1982 edition of presstime.*)*

Press freedom

Freedom of Information: Final Senate action on S 1730, the FOI Reform Act, failed to take place during the post-election session of Congress. (See story, p. 12.) Sen. DeConcini (D-Ariz.) had attached an amendment to a 1983 appropriations bill that would exempt the Secret Service from the FOIA [presstime, Nov. 1982, p. 13]. The language was not included in the final appropriations measure. The U.S. Supreme Court will consider *FTC v. Grolier,* which involves FOIA access to documents generated by government lawyers preparing for court cases. The Court of Appeals, District of Columbia Circuit, ruled that once litigation is terminated, such documents no longer can be withheld.

Open courts: A Bangor (Maine) Daily News reporter has appealed his conviction for violating a gag order imposed by a Canadian judge [presstime, Dec. 1982, p. 16]. The Press-Enterprise of Riverside, Calif., is seeking U.S. Supreme Court review of a trial court's closure of jury selection in a rape-murder case and the sealing of related transcripts [presstime, Nov. 1982, p. 12].

Libel: Three recent libel decisions are of special note. In *Penthouse v. Pring,* the 10th U.S. Circuit Court of Appeals Nov. 5 ruled that a fictional work was not libelous, thereby reversing a $20-million judgment in the trial court. In *Consumers Union v. Bose,* the 1st Circuit Nov. 2 overturned the first verdict ever issued against the magazine for a product review, holding that the rating was imprecise and had not been printed with actual malice. In an adverse ruling for the press, the 2nd Circuit in *Bufalino v. Associated Press* reversed a District Court dismissal of a libel suit brought by a Pennsylvania borough solicitor. The court ruled that the actual-malice standard for public officials should not be applied where the news story did not identify the plaintiff as a public official and sent the case back for trial. The Supreme Court denied review in two cases—*Miskovsky v. Oklahoma Publishing* and *Sun Publishing Co. v. Jones* [presstime, Nov. 1982, p. 12].

Postal

Postal Rate Commission: Two cases that could affect the level of third-class rates and one affecting first-class are pending at the commission.

Board of governors: The board met Dec. 6-7 to review its decision on the rates for all classes of mail except third-class.

U.S. Supreme Court: Oral arguments were heard Dec. 1 in the case which may help clarify postal ratemaking—*NAGCP v. USPS.*

Appropriation: Congress approved a Postal Service appropriation for fiscal 1983 of $789 million.

Postal survey: A survey of all daily newspapers on their past, present and expected future use of the U.S. mail is being conducted. It is expected that the results will be used to justify newspaper positions in upcoming postal cases.

(For more details on these postal issues, see story, p. 17.)

Telecommunications

AT&T settlement: At least 16 states, regulatory agencies and AT&T competitors have appealed Judge Greene's entry of the modified final judgment [presstime, Dec. 1982, p. 14]. Judge Greene, at the request of AT&T and the Justice Department, has asked the U.S. Supreme Court to take the case directly. Meanwhile, AT&T Dec. 16 filed its divestiture plan. Greene tentatively approved the Bell proposal to establish Local Access and Transport Areas, which essentially determine the geographic areas that may be served by a divested local operating company [presstime, Nov. 1982, p. 20].

Computer II appeal: The U.S. Court of Appeals, D.C. Circuit, Nov. 12 upheld in their entirety the FCC's Second Computer Inquiry rules [presstime, Dec. 1982, p. 14].

Low power TV licenses: ANPA Nov. 12 filed comments at the FCC urging it to revise its proposed rule for conducting a lottery to award construction permits or initial grants of license for low power television stations [presstime, Dec. 1982, p. 17].

Direct broadcast satellites: An ANPA task force of representatives from newspapers operating over affected frequencies met Nov. 17 to discuss the potential impact of DBS services on their microwave operations. (See story, p. 24.)

Cable legislation: Two bills with potential consequences for newspaper ownership and use of cable television, S 2172 and House-passed HR 5949, died during the lame-duck session. (See story, p. 14.)

government/legal roundup

Business

Newspaper ownership: Argument was held Dec. 17 in the 9th Circuit appeal of a federal district judge's order blocking implementation of a joint operating agreement between The Seattle Times and Seattle Post-Intelligencer under the Newspaper Preservation Act. (See story, p. 15.) In Orlando, Fla., the Justice Department's antitrust suit against the Tribune Co. and The Orlando Sentinel remains in its initial pleading stages. The suit is over the newspaper's 1980 acquisition of three weekly newspapers and two shoppers within its market [presstime, July 1982, p. 22]. Asked at a recent ANPA Government Affairs Committee meeting whether such suits would become a Justice Department practice, Assistant Attorney General Baxter said Justice would file similar suits in similar cases.

Copyright: Legislation to amend "work made for hire" provisions of the Copyright Act was the subject of Senate Judiciary Committee hearings Oct. 1. Although this change would adversely affect magazine publishers, its impact on newspaper operations is viewed as minimal. Copyright vests in the author of the work unless it is "made for hire"—meaning it was created by an employee within the normal scope of employment, or was specially commissioned under a signed, written agreement stating the work is "made for hire." Neither of these elements would be changed by the bill.

Newsprint tariffs: Newsprint definitions were discussed Nov. 29 at a meeting of a Customs Cooperation Council committee in Brussels. ANPA has opposed before the U.S. International Trade Commission any definitional changes that could lead to imposition of tariffs on some newsprint [presstime, Oct. 1982, p. 54]. The trade commission is considering adoption of the CCC definition for newsprint. The council coordinates international tariff classification.

Employee relations

Records access: A federal District Court in Lake Charles, La., upheld the Labor Department's right to issue its 1980 ruling requiring employers to give workers access to certain health and safety records. The court said, however, the rule does not require employers to keep such records. Meanwhile, the Occupational Safety and Health Administration's proposal to narrow the rule was subject to a public comment period that expired Dec. 15.

Unit jurisdiction: The 6th Circuit appeals court upheld Newspaper Printing Corp. of Nashville in its efforts to overturn an NLRB decision that said the company unlawfully bargained to impasse over certain jurisdictional language in its composing room contract [presstime, Dec. 1982, p. 33].

Job guarantees: The Supreme Court denied McClatchy Newspapers' request for review of an arbitrator's decision that job guarantees of union printers did not terminate when the employees engaged in a sympathy strike. (See story, p. 37.)

Minimum wage: Rumored increases in the minimum salary levels for white-collar workers under the wage-hour laws have not materialized, but they may be in the offing. The minimum salary that may be paid to executive, administrative and professional employees who are not compensated for overtime work has not been increased in several years. Increases that had been slated by the Carter administration were stayed in 1981.

Taxes

Estate taxes: Precedent exists for an increase in the shareholder test for family-owned businesses to qualify for extended time payments of estate taxes incurred after the death of a major owner, but Congress has not signaled likely action. The current eligibility is for businesses with 15 or fewer shareholders. A similar shareholder test for eligible Subchapter S treatment of business income was increased to 35 in legislation signed into law Oct. 19.

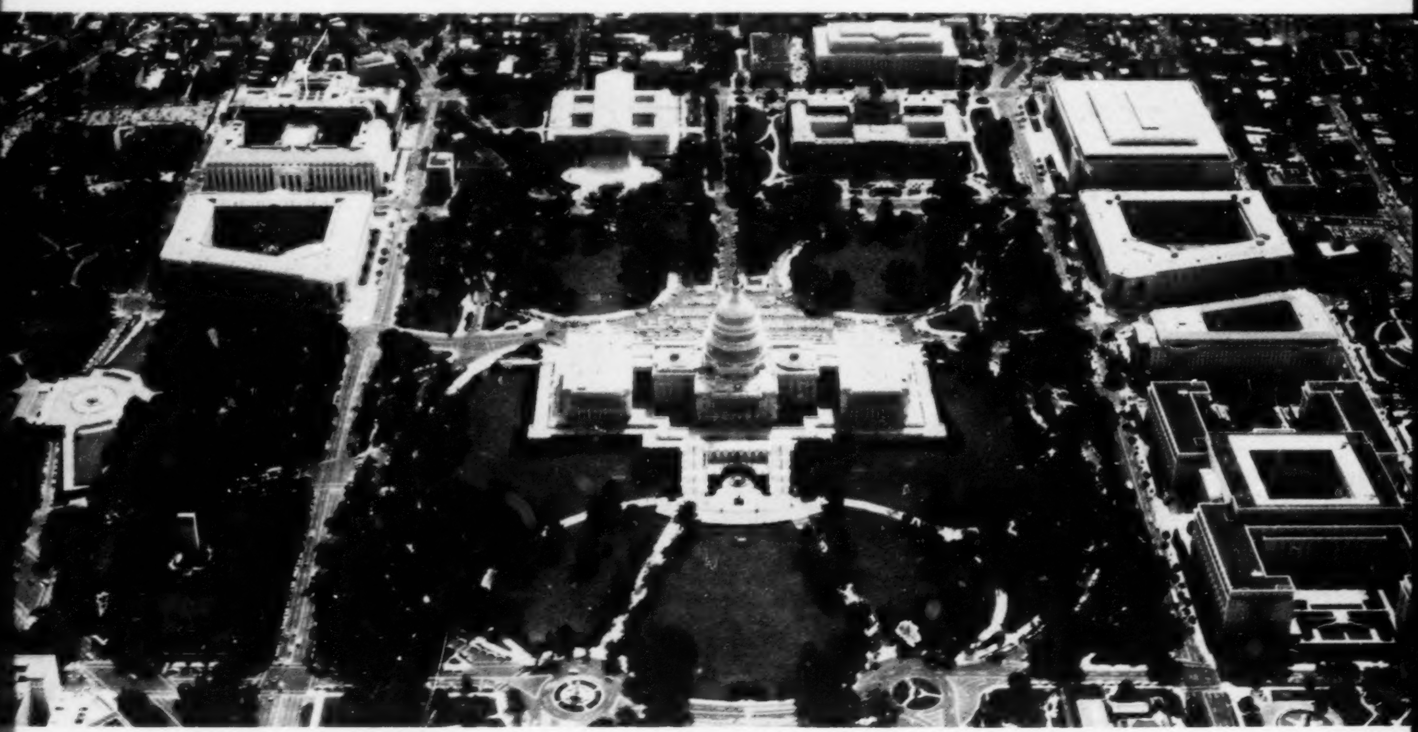
Taxes on newspapers: The Los Angeles City Council Dec. 14 defeated a recommendation of its Finance Committee to extend the city's gross receipts tax to newspapers and broadcast media. (See story, p. 17.) The Alabama Supreme Court Sept. 17 ruled that an advertising supplement distributed with a newspaper is an integral part of the newspaper and not subject to sales tax [presstime, Dec. 1982, p. 17]. The U. S. Supreme Court Jan. 12 will hear argument in *Minneapolis Star and Tribune Co. v. Minnesota,* which challenges a Minnesota use tax on newsprint and ink assessed only on the state's largest newspapers [presstime, Nov. 1982, p. 12].

Forced media sales: President Reagan Oct. 25 signed a miscellaneous tax bill containing tax relief for a New York state media company that bought a newspaper with proceeds from an FCC-forced sale of a broadcast station [presstime, Nov. 1982, p. 13].

International

UNESCO: Kenaf development was approved during the Dec. 13-20 Paris meeting of the International Program for the Development of Communications. A special general conference to guide UNESCO activities through this decade was held in Paris Nov. 23 through Dec. 3. (See stories, pp. 18-19.)

Communications policy: ANPA has submitted comments to the National Telecommunications and Information Administration as part of NTIA's congressionally mandated study of long-range international telecommunications and information goals of the United States. The study is to be submitted to Congress early this year. (See story, p. 19.) □



What's ahead for press in new Congress

By Margaret Genovese
presstime staff writer

The 98th Congress opens its two-year run this month with few press-related issues on its agenda. But the ones that are on the list are key.

The newspaper business' Washington watchers see efforts to limit the Freedom of Information Act continuing as the major immediate challenge. That threat, however, may have lost a bit of its philosophical bite on Capitol Hill due to turnovers in the November elections.

The telecommunications public policy issue—the one that galvanized ANPA and other newspaper organizations during the 97th Congress—probably will recede.

Other issues of importance to newspapers that are expected to get a share of the congressional spotlight include a proposal to amend the Constitution to guarantee freedom of expression to the electronic media, reform of the 12-year-old Postal Reorganization Act and regulation of cable television.

The elections increased the Democratic majority in the House by 26. The partisan division there will be 269 Democrats, 166 Republicans.

In the Senate, the balance of power remains the same—54 Republicans, 46 Democrats.

There is some speculation on what these shifts will mean on issues of interest to the press.

Bruce Sanford, First Amendment attorney for the Society of Professional Journalists, Sigma Delta Chi, said he believes that if efforts to restrict the FOIA reach the floor of the new House, they will meet with greater resistance than they would have in the old one because of the changed complexion.

ANPA Manager/Government Affairs Martin Casey said the election "appears to indicate that in the 98th Congress (as in the 97th) the greatest challenges to free-press concerns will come in the Senate, while the Senate probably will continue to be more responsive to business concerns in such areas as estate taxes upon family-owned businesses and postal public-service subsidy levels."

But ANPA Legislative Counsel Douglas R. Watts cautioned against reading too much into the election results, noting that if the 1982 congressional campaigns could be said to have been focused on any issue, it was economics, not on any of the issues of specific interest to the press.

The elections did create some vacancies on committees closely watched by newspaper organizations.

Two members of the Senate Committee on Commerce, Science and Transportation, Howard W. Cannon (D-Nev.) and Harrison H. Schmitt (R-N.M.), were defeated. Cannon was the ranking minority member of the committee, which has jurisdiction in the areas of communications and advertising. He was a leading proponent of broadcast deregulation.

Its counterpart in the House, the Energy and Commerce Committee, lost eight members, including the ranking minority member of the Telecommunications, Consumer Protection and Finance Subcommittee, Rep. James M. Collins (Tex.), who was defeated in his bid for a Senate seat.

Other changes of interest to the press are the retirement of one Illinois Republican, Robert McClory, and the defeat of another, Tom Railsback, first- and second-ranking minority members, respectively, of the House Judiciary Committee. In their key committee positions, both were generally supportive of free-speech concerns.

Of the 81 new members of Congress elected in November, two have newspaper backgrounds, according to staffs of the congressional campaign committees. Both are Democrats.

Barbara Boxer (Calif.), a county supervisor in Marin County, was a reporter for the Pacific Sun, a weekly in that county. Francis X. McCloskey (Ind.), mayor of Bloomington, was a reporter for The Indianapolis Star, The Herald-Telephone in Bloomington and the now-defunct Bloomington Courier-Tribune.

Following are some of the issues the newspaper business will be watching in the 98th Congress:

Freedom of the press. Observers agree that the primary press-freedom issue on Capitol Hill in the new Congress will be renewed attempts to amend the Freedom of Information Act.

In the 97th Congress, press organizations claimed a victory when the Senate Judiciary Committee approved a comprehensive FOIA bill (S 1730) that was considerably more to their liking than an earlier version and proposals by the Reagan administration [presstime, June 1982, p. 10].

"From all the rumbles that I receive from various sources on the Hill, there will be another concerted drive to amend the act, either in its entirety or in piecemeal attacks on it," said Richard M. Schmidt Jr., general counsel of the American Society of Newspaper Editors. "The press groups are going to have to be very alert to try to stave off these attacks."

The CIA, FBI and many business organizations are reported to be as eager as ever for relief from the law.

SPJ,SDX's Sanford said he looks for a "far more serious battle" on the FOIA in this Congress. He recalled that it took several years of consideration before the so-called "agents identities" law was enacted last year. Press observers agree that enactment of the Intelligence Identities Protection Act was the press's darkest moment in the 97th Congress. The law provides criminal penalties for publishing the names of covert U.S. foreign intelligence agents even if the names are already in the public domain.

Although organization of congressional committees and subcommittees is not yet complete, Sen. Orrin G. Hatch (R-Utah) is expected to return as chairman of the Judiciary Committee's Constitution Subcommittee, which worked on the FOIA in the last Congress.

In the House, the Subcommittee on Government Information and Individual Rights took the lead on FOIA legislation in the last Congress. Rep. Glenn English (D-Okla.) is expected to return as chairman.

In an FOIA-related area, Sen. David F. Durenberger (R-Minn.) is expected to continue his push for legislation to blunt some of the effects of a Reagan administration order on classification of government information [presstime, June 1982, p. 10].

A potential trouble spot on the horizon is legislation being drafted by the Office of Management and Budget that would place a cap on the amount of legal fees that could be recovered from the federal government by successful litigants under some federal laws, including the FOIA.

"Backdoor" attempts to amend the FOIA [presstime, Nov. 1982, p. 13] continued to the very end of the 97th Congress. As of press time, one was successful, one was not, and one was still pending. A bill passed by Congress but not yet signed into law allows the Commodity Futures Trading Commission to withhold investigatory information from disclosure under the FOIA. An exemption for the Secret Service died. But still alive was a proposal to eliminate expeditious treatment for FOIA cases in federal courts.

New representatives include ex-journalists Frank McCloskey, Barbara Boxer.

Content regulation. Sen. Bob Packwood (R-Ore.) will continue hearings on his proposal for a constitutional amendment to guarantee freedom of expression for the electronic media. Following hearings in Washington, D.C., and New York City (see story, p. 16), a third round is expected to be held early this year on the West Coast, according to staff officials. After that, Packwood may attempt to draft the amendment.

The Federal Communications Commission, led by Chairman Mark S. Fowler, has proposed simple repeal of broadcast content restrictions—the fairness doctrine and the equal time and reasonable access provisions of the Communications Act of 1934. "At the moment, no one is leading that crusade in Congress," noted ANPA General Counsel W. Terry Maguire.

Rep. Timothy E. Wirth (D-Colo.), who is expected to retain his chairmanship of the House Subcommittee on Telecommunications, Consumer Protection and Finance, has said that until broadcast markets are competitive, there is a need to retain these content rules.

At its December meeting, the ANPA Board of Directors received a recommendation from the Association's Special Task Force on Content Regulation of Electronic Media that ANPA support freedom from content regulation for all media. (See story, p. 56.)

Telecommunications issues. Rewrite of the 1934 Communications Act is not expected to be in the spotlight in this Congress as it was in the last.

"We are disappointed that it was not possible for the 50-year-old Communications Act to be revised," said ANPA's Maguire. "Congress . . . came closer to doing it well in this Congress than it ever has and probably, with the (AT&T) consent decree, than it ever will." The Senate passed a bill, but a House measure stalled before reaching the floor.

ANPA Legislative Counsel Watts said Congress probably will wait until the AT&T divestiture "shakes out" before again attempting to write comprehensive legislation. However, he said there may be a bill that "smooths some jagged edges left by the consent decree." And the whole scenario could change if the Supreme Court overturns the consent decree, he cautions [presstime, Dec. 1982, p. 14].

In late December, a spokeswoman for Wirth's subcommittee said that panel will be "watching the divestiture and looking where legislation might be needed." Among other issues being considered for the subcommittee's agenda are media cross-ownership, broadcasting and the new information technologies.

In the cable television field, the first comprehensive CATV regulation bill ever considered by Congress (S 2172) cleared the Senate Commerce Committee but did not reach the Senate floor in the 97th Congress [presstime, Aug. 1982, p. 13]. It is expected to be an issue in the 98th. The committee staff reports that sponsor Barry M. Goldwater Sr. (R-Ariz.) plans to reintroduce it.

Cable copyright legislation (HR 5949) passed the House in the 97th Congress but died in the Senate [presstime, Nov. 1982, p. 13].

ANPA's Watts said it is an "open question" whether the issue will again be considered because of the "fragile" nature of the coalition of broadcast, cable and motion picture interests that put together the compromise House bill.

Other issues. A smorgasbord of other press-related measures—some perennial, some relative newcomers—also will be offered up to the new Congress. These include:

- *Criminal code*. The long effort to reform and codify the federal criminal statutes is expected to continue in the 98th Congress. An effort to bring a bill to the Senate floor last year was unsuccessful [presstime, June 1982, p. 11]. ANPA and other press groups worked with the Senate Judiciary Committee, and the bill and report that the panel approved generally were responsive to press concerns.
- *Libel law*. Jack C. Landau, executive director of the Reporters Committee for Freedom of the Press, has proposed a National Libel Protection Act in an effort to eliminate the confusion caused by state differences in the law of libel. One provision would limit or eliminate punitive damages for public figures; another would require the losing party in libel cases to pay the legal fees of the winning party.
- *Estate taxes*. Major revisions to the federal estate tax law were enacted in 1981, but no subsequent action was taken in the 97th Congress on additional changes sought by the newspaper business' Tax Law Action Group. TLAG would like changes in the way properties are valued for estate tax purposes, in the tax treatment of funds accumulated to pay estate taxes, and in the provision allowing for an extended period of time to pay estate taxes.

Cecil B. Highland, president and general manager of the Clarksburg (W.Va.) Publishing Co., has become chairman of the Tax Law Action Group [presstime, April 1982, p. 15].

George J. Measer, president and publisher of Bee Publications Inc. of Williamsville, N.Y., is the new TLAG vice chairman.

- *Federal Trade Commission authority*. During the post-election session, language attached to a stop-gap spending measure continued the moratorium on the FTC's authority to initiate a rulemaking against unfair advertising [presstime, July 1980, p. 38]. The agency is permitted to act against unfair advertising on a case-by-case basis. The issue of limiting the FTC is expected to be raised again in the 98th Congress.
- *Cigarette advertising*.The new Congress is expected to consider legislation to change the health warning label on cigarette packaging and advertising. Committees on both sides of Capitol Hill debated the issue in the 97th Congress, but neither reported out a bill [presstime, June 1982, p. 10].
- *Postal*. The new Congress also is expected to continue examination of the 1970 Postal Reorganization Act. The review is focusing on whether too much authority was given to Postal Service managers in the act and not enough reserved for the Congress and regulatory agencies such as the Postal Rate Commission.

ANPA submitted comments to the House subcommittees on Postal Personnel and Modernization and on Postal Operations and Services [presstime, Oct. 1982, p. 15].

A draft reform bill was circulated late in the 97th Congress by the Operations and Services Subcommittee.

Rep. William Clay (D-Mo.) is expected to return as chairman of that subcommittee. ☐

U.S. plans study on VDTs, births

The National Institute for Occupational Safety and Health is negotiating a contract with a health maintenance organization for a study to determine whether there is a connection between video display terminals and birth abnormalities.

There has been no evidence that radiation from VDTs causes birth defects or any other permanent physical harm [presstime, Jan. 1982, p. 11].

In fact, Dr. Wordie H. Parr, chief of NIOSH's Physical Agents Effects Branch, noted that some of the birth defects that have been reported, such as club foot, cleft palate and asthma, "are not even associated with radiation. We feel there is no need for concern."

However, Parr said the best way to put the question to rest would be to conduct the study.

At the same time, he suggested that people concerned about problems associated with VDTs should concentrate on the ergonomic aspects [presstime, Dec. 1981, p. 36] and not worry about radiation.

The NIOSH study, which would require access to the HMO's medical records, is "a response to widespread concern" over possible links between VDTs and reported pregnancy difficulties, said Dr. Michael J. Rosenberg of NIOSH's Division of Surveillance, Hazard Evaluation and Field Studies in Cincinnati.

Rosenberg said the epidemiological study would involve 5,000 pregnancies that occurred over two years in an as-yet unspecified geographical area. VDT users would constitute about 20 percent of the total, he said. ☐

ICC rail rules change

New Interstate Commerce Commission final rules take effect Jan. 4 governing transportation contracts between rail carriers and their customers. They replace temporary rules issued more than two years ago [presstime, Nov. 1980, p. 27].

Currently, there are about 2,000 rail transportation contracts on file with the ICC.

A copy of the final rules is available from the ANPA Newsprint/Traffic Department at The Newspaper Center, Reston, Va. ☐

Court briefs

The 9th U.S. Circuit Court of Appeals Dec. 17 heard arguments in The Seattle Times' and Seattle Post-Intelligencer's appeal of a judge's rejection of their proposed **joint operating agreement** [presstime, Dec. 1982, p. 16].

Although the court said it would decide the case expeditiously, there was no indication as to when a decision would be forthcoming.

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The Columbia (Mo.) Daily Tribune and Columbia Missourian asked the U.S. Supreme Court to review a case in which the **newspapers were found negligent** for publishing the name and address of an abduction victim while her captor was still at large.

Police officials provided the information on her identity, an action for which a court also found them negligent. The city decided not to appeal its portion of the case.

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ANPA and other media organizations have filed friend-of-the-court briefs with the 11th U.S. Circuit Court of Appeals supporting a motion of Post-Newsweek Stations Inc., other broadcast companies and The Miami Herald to allow **camera coverage** of a U.S. District Court trial.

The defendant, Alcee L. Hastings, himself a U.S. District Court judge in Florida, originally asked the District Court to allow electronic coverage. Hastings, who was charged with accepting a bribe from an undercover agent, said permitting cameras in the courtroom would be essential to his fair-trial rights.

The District Court rejected his request, however, and the broadcasters and the Herald took the matter to the 11th Circuit.

While many state courts have begun to allow broadcast coverage and still photography at trials, federal court rules still prohibit the presence of cameras or tape recorders.

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Also in Florida, a state appeals court **reversed an invasion-of-privacy judgment** against Today of Cocoa. Hilda Bridges said her privacy was invaded to an unnecessary degree when the newspaper published a picture of her running from a crime scene covered only by a dish towel [presstime, Nov. 1981, p. 15].

The state District Court of Appeal for the Fifth District said Nov. 24 that Florida law "seems settled that where one becomes an actor in an occurrence of public interest, it is not an invasion of her right to privacy to publish her photograph with an account of such occurrence."

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The Seattle Times in late December was considering appealing a Washington Supreme Court decision **forbidding the newspaper from publishing** information learned in the discovery portion of a libel suit against it.

Keith Milton Rhinehart, leader of the Aquarian Foundation, sued the Times for libel over stories concerning that "spiritualist church." The Times, in an effort to prove its case, obtained a court order for Rhinehart to turn over records on his financial affairs, membership and donors. But Rhinehart obtained a court "protective order" prohibiting the newspaper from publishing information contained in those documents.

The Times claimed that protection amounted to prior restraint in violation of First Amendment rights. The State Supreme Court upheld the order, saying it was justified in an effort to preserve the integrity of the discovery process.

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Meanwhile, The Honolulu Advertiser and The Honolulu Star-Bulletin in late December still were awaiting a decision by U.S. District Court Judge Jesse W. Curtis that might end a **lawsuit against their joint operating agreement** formed in 1962 [presstime, Sept. 1982, p. 14].

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The 1974 **landmark libel case** *Gertz v. Welch* is back at the U.S. Supreme Court.

American Quarterly magazine, affiliated with the John Birch Society, has asked the court to hear its appeal of the 1981 U.S. District Court decision in the case in which civil liberties attorney Elmer Gertz prevailed [presstime, June 1981, p. 28].

That decision came after the Supreme Court ruled that Gertz could not be considered a public figure because he made no effort to thrust himself to the "vortex" of a public issue.

Many libel attorneys said that decision was a dangerous narrowing of public-figure determination.

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The Associated Press has asked the 2nd U.S. Circuit Court of Appeals to rehear a libel case in which it ruled that **public-figure status** is not applicable unless the story in question explains how the person is a public figure.

The court also said that under Pennsylvania law, material may not be held as privileged when the media quote unnamed "officials" and do not rely directly on official records.

AP reported in 1978 that Pennsylvania Gov.-elect Richard L. Thornburgh received a campaign contribution from Charles J. Bufalino Jr., an attorney of West Pittston, Pa. AP identified him as being related to an organized crime figure, but it did not mention that Bufalino was West Pittston's borough solicitor.

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A Salem, Ore., attorney has filed a class-action suit in U.S. District Court against Gannett Co. Inc. alleging that its Statesman-Journal Co. illegally drove a free-circulation weekly newspaper out of business.

The attorney, Kathryn Logan, filed the **antitrust suit** on behalf of advertisers who, she charged, have been limited in their newspaper advertising choices to the Oregon Statesman and The Capital Journal since the 1978 demise of the Community Press.

Gannett has denied the charges. No trial date has been set.

A previous antitrust case against Gannett, filed by the Community Press founder, was settled out of court [presstime, Aug. 1981, p. 17].

Meanwhile, a Justice Department investigation into possible antitrust violations continues [presstime, Nov. 1981, p. 15].

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The Libel Defense Resource Center has published a **50-state survey of libel and privacy law**. The 656-page, paperback book costs $50 and is available from the LDRC, 32nd Floor, 708 Third Ave., New York, N.Y. 10017. ☐

Could amendment backfire?

Content regulation debate stirs

The issue of removing government regulation of media content, thereby ensuring freedom of expression to the electronic media, was aired in five forums recently:

- At a meeting of Gannett Co. Inc. executives Dec. 15 in Washington, D.C.

Sen. Bob Packwood (R-Ore.), who has proposed amending the Constitution to guarantee freedom of expression to the electronic media, said his amendment cannot succeed unless the print media "pursue it with vigor."

Asked by a panel of media attorneys about the concern expressed by some newspaper people that the process could backfire and result in restraints on the printed press, Packwood said he could not "guarantee" that this would not happen. But, he argued, the press's opposition to such an effort would stop it.

- At hearings Nov. 19 in New York City conducted by the Senate Committee on Commerce, Science and Transportation, which Packwood chairs.

Television network newsmen Dan Rather of CBS and Bill Monroe of NBC said that because of federal content regulations, broadcasters tend to avoid controversial issues.

A newspaper analyst, a broadcast station broker and a former owner of newspapers and broadcast stations also testified in support of Packwood's claim that it is a misconception to support broadcast regulations on the basis of a supposed scarcity of broadcast frequencies. Newspapers are scarcer than broadcast stations because it costs more to get into the newspaper business, they maintained.

Packwood listens to ASNE counsel Richard M. Schmidt Jr. at Gannett meeting.

- At the Practising Law Institute Communications Law Seminar Nov. 19 in New York City.

Former CBS News President Fred W. Friendly presented testimony he had prepared for delivery at the Packwood hearings. Friendly, Edward R. Murrow professor emeritus of journalism at Columbia University, opposed Packwood's constitutional-amendment approach on the issue.

Despite being invited by the committee to testify, Friendly said that after he sent a copy of his remarks to the panel, the committee staff told him that a "scheduling problem" precluded his testifying and that a copy of his prepared remarks could not be included in the hearing record.

In his statement, Friendly said, "We don't need major surgery on our precious Constitution, just some work on the legislation and regulations which deal with broadcasting."

The fairness doctrine is "no longer the chilling threat that broadcasters screamed about," he said, but the equal time provision of the Communications Act of 1934 needs revamping before the 1984 elections.

- At the 1982 Alexander Hamilton Awards Dinner Nov. 17 at Columbia University in New York City.

New York Times Publisher Arthur Ochs Sulzberger labeled the fairness doctrine "unfair" and called for "print publishers to join with their electronic brethren to close (the) First Amendment gap. While there is danger in such action, there might well be a greater danger in inaction. The line between print and electronic journalism is thin at best and getting thinner."

- At the Family of Man Awards Dinner of the Council of Churches Nov. 16 in New York City.

William S. Paley, chairman of CBS Inc., called for eliminating the fairness doctrine, equal time and reasonable access provisions. □

Minneapolis plans licenses for newsracks

The Minneapolis City Council Dec. 10 enacted an ordinance requiring an annual license for newspaper racks. The new law takes effect April 1.

It covers every "temporary or permanent structure, stand, platform, booth, stall, box, vending machine or other device used for the distribution of newspapers, magazines or other printed material."

Michael B. Kramer, manager of the Minnesota Newspaper Association, said he fears the idea of taxing newsracks will "grow like a cancer" in the region as hard-pressed local governments look for new sources of revenue.

The six-page ordinance requires that anyone wishing to operate a newsrack make an application to the city's Department of Licenses and Consumer Services, submit a drawing or plot of the exact location of the rack, obtain approval of the location from the city engineer, and pay a fee of $10 for the first year. Licenses may be renewed for $5 annually.

Licensees also must furnish proof of liability insurance on the racks.

Kramer estimated there are more than 2,000 racks and vending machines in the city.

While the city council has been considering newsrack licensing since last summer, it appeared that the arrival of USA Today's distinctive newsracks in Minneapolis intensified interest in the proposal, according to Kramer and Bernard Boland, a St. Cloud, Minn., attorney representing Gannett. Neither Gannett nor the Minneapolis Star and Tribune had decided by late December whether to challenge the new ordinance in court.

Gannett newspapers have faced newsrack fees and similar restraints in suburban New York and Connecticut [presstime, March 1981, p. 34]. All of those were resolved except for one case, involving a newsrack ordinance written by the city of Yonkers, N.Y. Gannett and the city still are negotiating a settlement to that dispute. □

Ad supplements exempted from tax in Pennsylvania

Pennsylvania Gov. Richard L. Thornburgh has signed into law a bill exempting advertising supplements from the state sales and use tax if they are carried in newspapers or other publications that also are exempt from the tax.

The new exemption, effective July 1, was passed by the Pennsylvania Legislature near the end of its 1982 session in November. It was introduced in response to attempts by the state Department of Revenue to tax printers and advertisers on such supplements.

Several lawsuits are pending in state courts challenging the Department of Revenue's action. Because the new legislation is not retroactive, taxes levied until July 1 will have to be paid or continue to be challenged in the courts.

In lobbying for the bill, newspapers noted that advertising supplements mailed directly to consumers already are exempt from the state's sales and use tax. To tax ad supplements inserted into newspapers would adversely affect newspapers' competitiveness, publishers said. ☐

LA council defeats 'media tax' proposal

An 8-7 vote of the Los Angeles City Council Dec. 14 killed a "media tax" that would have required newspapers and broadcasters to pay $1.25 per $1,000 on circulation and advertising revenues [presstime, Dec. 1982, p. 17].

The ordinance, which would have repealed an exemption dating from 1949, would have provided the city with an estimated $1 million in additional revenue. The California Newspaper Publishers Association estimated that the tax would have affected about 100 of its members plus many other publications. ☐

Iowa associations merge

The Iowa Daily Press Association and the Iowa Press Association will merge Jan. 2 into the Iowa Newspaper Association. The action, voted Dec. 2, was designed to end duplication of services, said Wanda Scott, office manager of the new INA. ☐

Wide range of postal issues attracts newspapers' attention

A full menu of postal issues is on the carte this year for connoisseurs of mail service. The items are cooking in a number of places around Washington—the Postal Rate Commission, the U.S. Postal Service Board of Governors, Congress and the U.S. Supreme Court—and newspaper publishers are following each one carefully.

The issue with perhaps the most significance for newspapers involves third-class rates.

The rate commission just before Christmas was expected to make its recommendation for new, permanent rates in this category of mail, and some observers speculated that they could be lower than previous levels. Such a development would benefit direct-mail firms that mail several advertising supplements as a single packet—so-called marriage mail [presstime, Nov. 1982, p. 14.]

Not only could the commission approve lower rates, but it also could set a higher "weight break"—the weight below which marriage mail is especially attractive.

Also in late December, the lame-duck Congress appropriated $789 million for the U.S. Postal Service for the fiscal year ending Sept. 30. President Reagan signed the bill Dec. 21.

Figures compiled by the ANPA Government Affairs Department indicate this size appropriation could cause increases of from 5.1 to 20 percent, depending on the classification and level of presorting, for two categories of second-class mail. Those categories are "in-county" and "limited circulation" (less than 5,000 copies mailed outside the county of publication).

The level of appropriations was considered to be a positive development for the newspaper business, because a smaller appropriation translates into a higher possible rate increase. For example, the House earlier had proposed appropriating $708 million, which could have raised rates up to 36 percent.

The appropriation also will affect the level of incremental second-class rate increase scheduled for July 6 under the Postal Reorganization Act of 1970.

Also this year:

- The Postal Service governors could start the next general rate case this spring. Although it would take at least 10 months for new rates to become effective, the newspaper business likely will participate as an intervenor in any new rate proposal before the year is out.
- The U.S. Supreme Court's decision in *National Association of Greeting Card Publishers v. U.S. Postal Service* could have an impact on rate-making methodology [presstime, Sept. 1982, p. 9].

Partly at issue is how much certain factors such as educational and informational value of mail should be taken into consideration in rate-setting. In a friend-of-the-court brief, ANPA said they should count heavily.

Two lower courts issued conflicting opinions on the matter. The Supreme Court heard arguments in the case Dec. 1.

- The Postal Service may clarify whether preprints are allowed to be included in the count of total pages in order to meet second-class requirements. There have been conflicting opinions by postal authorities at the local level. ANPA Dec. 13 asked the USPS for a clarification
- There will be further consideration of a USPS proposal to drop the "aggregate letter rule" that says two mailers may not combine mailings in one first-class piece as marriage mailers do in third-class [presstime, Dec. 1982, p. 16]. ANPA is an intervenor in the case.
- The Postal Service may rule on ANPA's request that the maximum size for carrier-route, presorted, third-class mail be increased. Many newspapers cannot take advantage of third-class rates for total-market-coverage vehicles because their presses produce publications that exceed current size limits [presstime, Oct. 1982, p. 15].
- The newspaper industry's Joint Postal Task Force will tabulate responses to its postal use survey [presstime, Dec. 1982, p. 16]. Task force officials urge publishers who have not responded to do so immediately, even if they are able to furnish only limited information. ☐

Free press won a few rounds at recent UNESCO conference

By Dana Bullen

While plenty of loopholes for bad ideas remain, a surprising number of improvements were endorsed for UNESCO's Medium-Term Plan for 1984-89 during marathon negotiations at the 158-nation organization's Extraordinary General Conference that ended Dec. 3.

Dana Bullen

"We went beyond damage control and got some positive things in there," said James D. Phillips, director of the State Department's office of communications and UNESCO affairs. "There were some basic principles we couldn't compromise on and we didn't."

Phillips was a member of the U.S. negotiating team.

Among the gains at the Paris conference [presstime, Oct. 1982, p. 20]:

- Recognition of the "watchdog" role of the press against abuses of power
- Rephrasing of wording that called for international attention to the "content" of news.
- Language recognizing that "censorship and self-censorship" restrict freedom of information
- Apparent ruling out of further consideration of controversial items in "Part B" of the MacBride Report [presstime, June 1980, p. 14]
- Deletion of a call for study of the "respective responsibilities" of those involved in communication
- Broadening a goal of building "national press agencies" to support both "public or private press agencies."

The struggles that produced such changes left nobody entirely happy. Both the Soviet Union and the United States, for instance, expressed deep reservations at aspects of the outcome.

One problem is the ambiguous, almost fragile nature of some of the accords.

Another is the fundamental question, whether what was hammered out will have much impact on UNESCO's actual programs. A last-minute rule change as the conference began prohibited direct amending of the draft Medium-Term Plan. What was adopted were recommendations that Director-General Amadou-Mahtar M'Bow was invited to bear in mind when editing the final version.

Amadou-Mahtar M'Bow

The difficult talks that led to recognition of the "watchdog" role of the press failed to win inclusion of the further words "of authorities" to nail down just what kind of "abuses" the press is to guard against.

And—showing the eyelash-thin nuances that can assume importance at UNESCO—the rephrasing that replaced the call for international attention to the "content" of news calls instead for attention to "messages and what they say."

The difference escaped some observers, but it seemed important to the Soviets and some others.

The Soviet Union, Algeria, Byelorussian SSR, Czechoslovakia, East Germany, Vietnam, Syria, Ukrainian SSR and Venezuela insisted on inserting in the official record their "regret" that the concept of "content of messages" had, in their words, "been left out."

Director-General M'Bow, for his part, delivered a strongly worded final statement in which he said that "perhaps UNESCO doesn't have to concern itself with the content of communication or messages outside the framework of its own activities." But he said he would immediately order a study of how the Extraordinary General Conference itself had been covered "to demonstrate . . . the existence of a tendentious campaign against UNESCO."

The negative side. Balancing the gains free-press advocates hope were achieved at the two-week conference were some negative factors. Among these:

- The Medium-Term Plan still identifies the media as "instruments" with various roles to play.
- Goals of "wider participation" in media management and "democratization" of media remain.
- A small flood of other code words also remain. They could spell trouble down the road.

A leading U.S. negotiator, Elkin Taylor, warned at the final conference session that despite the improvements, there "remain in the text implications that governments or international organizations should establish duties and responsibilities (for) the free press."

Taylor also criticized "several remaining passages that seem to point the finger of blame for problems in the communications area toward the independent press rather than toward repressive government measures, where they more properly belong."

A joint statement made in Paris by representatives of the Inter American Press Association, International Press Institute, Inter-American Association of Broadcasters, Commonwealth Press Union, International Federation of Newspaper Publishers and World Press Freedom Committee said that "a free and independent press cannot accept official interference in the content of news or expressions of opinion.

"While some of the actions taken here are improvements," they said, "there remain a distressing number of code words for dangerous ideas concerning the media.

"One such improvement is a most welcome recognition at UNESCO of the role of the press in guarding against abuses of power. But we deeply regret acceptance by (UNESCO's) member states of the Soviet Union's assertion that abuse of power 'by authorities' should not be explicitly mentioned in this regard."

The real test, though, lies ahead.

The challenge for UNESCO is to prove at the operational level that its actual programs and projects do not threaten press freedoms.

If it does this—drawing on the positive changes for its Medium-Term Plan—the recent meeting in Paris would mark a turning point. ☐

Bullen, executive director of the World Press Freedom Committee, monitored the recent UNESCO meeting in Paris.

Kenaf study wins approval from UNESCO

A proposal to determine the feasibility of growing kenaf for newsprint in developing countries was accepted in December by UNESCO's International Program for the Development of Communications.

The test will take place in several Central American countries. The proposal was made by FIEJ, the International Federation of Newspaper Publishers [presstime, Aug. 1982, p. 36].

While approving the test, the IPDC's 35-nation Intergovernmental Council also called for further evaluation of the kenaf proposal's potential by the United Nations Food and Agriculture Organization based in Rome. That UN agency looked into the plan last fall and said it did not appear to be justified economically.

However, the agency based its findings on preliminary kenaf trials in the United States. Publisher Donald N. Soldwedel of The Yuma (Ariz.) Daily Sun, who chairs the FIEJ Newsprint Committee, met with UNESCO officials in November and submitted more recent kenaf data. After further consultation with FIEJ officials, the IPDC decided to proceed with a feasibility study at a funding level of $15,000.

Also at the IPDC council's meeting in Paris, the United States pledged almost half a million dollars for worldwide communications projects and announced the formation of a new, private-sector group—the U.S. Alliance for Communication Development Abroad. It is designed to coordinate the relationship between businesses and UNESCO's communications-development program.

The government pledge consists of $350,000 contributed in trust to the IPDC by the U.S. Information Agency for projects it favors, and $100,000 for bilateral projects from the Agency for International Development.

Last January, AID made $100,000 available for bilateral, communications-development projects proposed to the IPDC [presstime, Feb. 1982, p. 19].

In all, the IPDC approved 33 projects for 1983, at a funding level of $1.6 million. ☐

Critic of press laws

Indian nominated for 'Pen'

An Indian newspaper publisher who has gained international recognition for his opposition to government interference with the press is ANPA's nominee to receive the 1983 Golden Pen of Freedom, awarded annually by the International Federation of Newspaper Publishers.

Cushrow R. Irani

He is Cushrow R. Irani, 52, managing director of The Statesman in Calcutta since 1968.

In the 1970s, Irani was a prominent critic of Indian Prime Minister Indira Ghandi's emergency press laws.

"Under extreme government pressure, harassment and threat of imprisonment, he vigorously opposed—in the press and in the courts—government attempts to restrict and control the press. Because of his efforts, the government on several occasions suffered setbacks in India's courts," said ANPA Executive Vice President Jerry W. Friedheim in announcing the nomination by ANPA's Board of Directors.

More recently, as chairman of the International Press Institute, Irani has attended several UNESCO gatherings and forcefully challenged troublesome proposals for a new world information order.

Friedheim said Irani "remains a vigorous and vocal opponent of government's attempts to regulate the press through licensing, newsprint taxes and tariffs, and government censorship. His contributions have been significant in India and around the world."

The Golden Pen of Freedom recognizes an individual, a group or an institution for outstanding contributions to world press freedom. Last year's recipient was Pedro Joaquin Chamorro of La Prensa, Managua, Nicaragua [presstime, July 1982, p. 33].

The federation's Executive Committee will choose the 1983 recipient at a meeting Jan. 27-28 in Italy. ☐

Telecommunications goals outlined

The United States should face challenges to world press freedom "directly in the forums where they are raised."

ANPA made this and other recommendations to the National Telecommunications and Information Administration, a branch of the Commerce Department, which is conducting a study of the long-range international telecommunications and information goals of the United States.

The congressionally mandated study will be submitted to Capitol Hill early this year [presstime, Dec. 1982, p. 17].

In a Dec. 2 letter, which was in response to an NTIA call for comments, the Association also urged the United States to take the lead in increasing communications capabilities worldwide. Cheaper communications rates and more freedom to move across and within borders should be sought, ANPA said.

It also said there should be more opportunities for private-sector communications interests, including the media, to provide advice to the government's Inter-Agency Group on International Commerce and Information Policy. ☐

Indian press seminar set

About 50 Indian newspaper publishers are expected to attend an international rural press seminar Feb. 21-25 in Bangalore, India. Sponsors are FIEJ, the Research Institute for Newspaper Development in Madras, India, UNESCO and the government of The Netherlands. ☐

Correction

In an article in the October issue concerning funding for a study of kenaf in Belize, presstime identified one of the funding agencies—the Trade and Development Program—as part of the U.S. State Department. The program is part of the U.S. International Development Cooperation Agency, an independent government agency. ☐

It's still a 'maybe' market for new technologies

By C. David Rambo
presstime staff writer

A definitive answer is still lacking for the question media marketers have been asking for many months: Will computer-based electronic information systems catch on? But a preliminary answer is in, and it is a good, strong—gulp—"Maybe."

Among the most favorable market indicators are these:

- Newspaper cabletext services continue to increase in number.

There are now more than 100 such projects in the United States, according to ANPA Director/Telecommunications Affairs Kathleen Criner.

Local viewership surveys are showing that many subscribers use it daily—at least briefly—for news and advertising.

- Teletext, in which information is transmitted on spare lines of television signals, is taking off.

Even though market tests to date have been scant, a number of cable-based teletext services have emerged [presstime, Dec. 1982, p. 12].

Observers say that systems may spring up all over the country once the Federal Communications Commission decides what broadcast teletext standard it will adopt (the FCC likely will let the marketplace decide). This will allow establishment of the nation's first commercial broadcast teletext services.

- Two-way interactive videotex services, with some exceptions, are doing relatively well.

One project, the Dow Jones News Retrieval Service, is enjoying remarkable success. It has more than 55,000 subscribers and expects to exceed 200,000 by the mid-1980s. "We're running like hell," says Richard J. Levine, editorial director of data base publishing for Dow Jones & Co. Inc.

No easy answers. Newspapers wanting to be a part of the new information age are thirsting for concrete information about what has happened so far in the marketplace. But experts caution that the chances for success will vary depending on the market and the medium selected.

"What will work for one newspaper won't necessarily work for another," notes ANPA's Criner. It may be that one newspaper's best bet would be to sell hookups to its computerized library, while another paper might find it more profitable to get into cable programming.

Planning the right move is vital, says David J. Roux, senior consultant of Communications Studies & Planning International Inc. "If you just go in hodge-podge and wheeling around, it's not likely that suddenly things are going to take off," he explains. "The pie in the sky estimates that we've been seeing aren't going to pan out. You've got to think closely about where your revenues are coming from, what the costs are."

Newspapers can get help of that sort from consulting firms such as CSP International. They can provide counsel on a local level or can offer subscribers participation in more general, national surveys shedding light on new technological services.

Much of the survey work so far has involved concept research in which participants indicate whether they would like to receive a given service after hearing or seeing an explanation of it.

Of course, most firms have followed closely the usage patterns of their existing test and commercial systems. The bulk of those studies appear to have been on newspapers' individual cable programming ventures because they have been the most numerous.

Newspaper-cable results. There is no central clearinghouse to collect, collate and analyze the various studies on usage patterns for cabletext projects. Even if there were, it would not have access to all the findings because most studies are proprietary. In addition, not all newspapers have conducted reliable research into habits of their cable channel viewers.

But presstime interviews with a group of newspaper cable-channel operators who have attempted to determine viewers' preferences revealed that cable subscribers and advertisers alike are tuning in.

For example, H. Grady Cooper, cable news editor of the Asheville (N.C.) Citizen-Times Publishing Co., says a recently completed survey showed that three-quarters of the 10 percent of cable subscribers responding watched the news and advertising channel at least once; 65 percent said they watched it every day.

On the other hand, the Contra Costa (Calif.) Times found that only 38 percent of cable subscribers had watched its channel of information and ads, reports David B. Bonfield, classified advertising manager.

Experts say teens weaned on video games will take naturally to new information services.

About 13 percent watched it daily, mostly for weather reports and the time. Local news came in second. That parallels what daily watchers in Asheville wanted most in the way of information: time, temperature and weather, followed by local news.

Those findings may be more coincidence than trend, however. Bonfield and others say they still are a long way from defining the best format.

A common finding with which researchers seem to be more comfortable is that the most frequent users of cabletext channels tend to be older household members.

Sources also identified these marketing factors for newspapers' cable programming efforts:

- Cooper in Asheville says his programming originally was carried over one cable system with 14,500 subscribers. It has added an additional 5,000 potential viewers by providing the same services for another cable system. He thinks adding more viewers in that fashion will be an important element in making the venture profitable.
- ANPA's Criner says just as national cable programming ventures are striving for ways to measure viewership, so too must the local programmer. Advertisers demand the information.

"From the (local) retailer's side, it's hard to tell what'll work," says Bonfield of the Contra Costa Times. One that did was an $87 cable ad for car seat covers that pulled in $2,500 worth of business on a recent weekend, he says.

- Bonfield and others say cable channels need to be promoted more heavily.

Many of these market findings hold true for other technologies, but there also may be big differences. For example, while cable attracts older household members, heaviest users of teletext and videotex have been younger members.

Teletext: heir of Pac-Man. Experts attribute that difference partly to younger persons' having a greater propensity to learn how to use keypads and computer terminals—essential instruments in most teletext and videotex projects. Some researchers think the new information technologies will come naturally to a generation weaned on video games.

"Pre-teenagers catch on quite fast," says William D. Lovelace, vice president of engineering of Bonneville International Corp. That Salt Lake City-based company has operated teletext experimentally on a very limited basis for four and a half years.

Among experiments is Venture One, a joint videotex trial of CBS and AT&T in Ridgewood, N.J. It was demonstrated in Washington, D.C., in December by AT&T customer representative Toni Montalbetti.

To illustrate how older people may not take to information retrieval so readily, Lovelace points out that a lot of elderly television viewers resist tuning in UHF channels, let alone puzzle over the mysteries of a keypad.

Another market finding to date best illustrated by teletext is the "novelty effect." Lovelace says teletext viewing was very heavy for the first three weeks of any given segment of his firm's testing. "Then it drops off dramatically."

A publicly funded teletext test at WETA in the Washington, D.C., area was one that encountered this phenomenon [presstime, Dec. 1982, p. 13].

As with cable services, it still is unknown what content people will want most from teletext. News and entertainment ranked high on the first half of the WETA test, and the service overall was likened to "a small electronic newspaper," Elton says. However, in the second half, when the service was perceived as a "small stylized feature magazine," people used it mostly for weather reports, games and business information.

As with most other forms of new information technology, it's still unclear what people will be willing to pay for teletext.

Videotex: the interactive. This question is of particular import to videotex, because of its heavier dependence on user fees.

Many researchers say another characteristic of videotex is that it will need to offer a fairly broad *mix* of services to reach a mass audience.

The focal point of that mix, it is believed, may be transactional services. That means newspapers should consider teaming up with other entrepreneurs—such as banks and merchants for at-home banking and shopping—if they want to score with videotex.

Research is expensive, and the results of tests to date generally have been kept under wraps—except for firms willing to buy into a shared-information arrangement.

For example, several newspaper companies have joined with Knight-Ridder Newspapers Inc. to share findings in its Viewtron project. Knight Ridder's Viewdata Corp. of America subsidiary plans to launch a commercial videotex service early this year. Viewdata has set up regional sales offices in New York City and Chicago for joint ventures.

Times Mirror Videotex Services Inc. also is seeking partners.

The outlook for future videotex markets was given a boost recently by a major research project called the National Electronic Home Services Test. It was conducted by the market research firm Reymer & Gersin of Southfield, Mich.

The researchers used as a survey aid a half-hour television program broadcast in 16 U.S. cities describing videotex and its possible services. About 7,000 people watched the show and filled out a questionnaire previously mailed to them.

Two-thirds of them indicated interest in using such a service, according to Jonathan S. Beacher, senior vice president of Reymer & Gersin. Sixty-seven percent said they would be interested in receiving the service free of charge, 43 percent said they would pay $4 monthly and 26 percent said they would pay $16.

More younger than older people said they would buy videotex.

Beacher says there appeared to be no natural combination of videotex services such as news, banking, shopping, weather, etc., that appeals to a mass of people. "Very few people want all of that," he says. Instead, they seem to want to choose which specific services to buy.

Electronic banking, pushed by the skyrocketing cost of processing checks and handling other paperwork, is expected to be a major part of videotex services. Some of the nation's biggest banks such as Chemical Bank in New York have begun home-banking programs using personal computers.

Although most observers see the future of videotex as that smorgasbord of the electronic newspaper, banking, shopping, electronic mail, etc., there may be instances where a more narrowly tailored product will work, Criner says.

The Bakersfield Californian, for example, is planning to start this year a commercial videotex service aimed initially at the agricultural community in the San Joaquin Valley. Californian Co-publisher and Editor Alfred T. Fritts says the system is intended to be an "entry vehicle" for future expansion toward a product with much greater variety of services.

Perhaps the most successful videotex system to date, the Dow Jones News Retrieval Service, was targeted initially at stockbrokers, explains Editorial Director Levine. Launched in 1974, it branched out in the late '70s to the Fortune 500 companies and then to personal-computer users wherever they might be—at work or home.

Now, Levine says, the Dow Jones service is adding 2,500-3,000 subscribers every month, and "the majority of that growth is coming from personal computer users."

"I think it's safe to say . . . we're invading the home with our service," he says. Partly leading to that conclusion is that many users are gaining access to the phone-line-based system after 6 p.m., when the service's reduced, leisure-time rates apply.

In a survey conducted last year of 2,000 paying customers—1,200 of whom responded—it was found that the typical user of the Dow Jones retrieval service is 39. Median family income was $52,000.

Levine says Dow Jones has been working with Stamford, Conn.-based Comp-U-Card of America Inc. and soon will offer home shopping.

Comp-U-Card began in 1973 as a telephone shopping service. Customers, for a $25 membership fee, could call Compu-Card and place orders for merchandise. CompuCard would find the best price from vendors anywhere in the United States and have the items shipped to customers.

A year ago the firm began offering its data base service to home-computer users under the name Comp-U-Store. It is available so far through the videotex services CompuServe and The Source.

A prerequisite to playing the videotex game, of course, is a personal computer. And the pool of potential players is growing all the time.

International Resource Development Inc., a Norwalk, Conn.-based market research firm, says there will be 3 million personal computers in operation by the end of 1983. Private consumers will own two-thirds of them; businesses and schools will own the rest, IRD says.

The darker side. However, all is not rosy for participants in the telecommunications sweepstakes of the '80s. With the exception of Dow Jones and perhaps one or two others, data base services, test or commercial, have yet to turn a profit.

Some companies have been discouraged to the point of dropping videotex plans, at least for now.

Last year, A.H. Belo Corp., publisher of The Dallas Morning News, suspended BISON, its primarily telephone-based, videotex service [presstime, June 1982, p. 16]. Gean W. Holden, director of Belo Information Systems, says there were not enough terminals in BISON's market to warrant its continuation. BISON had 200 subscribers.

Also last year, the Minneapolis Star and Tribune decided not to participate in a videotex trial being conducted by First Bank System Inc. of Minneapolis.

James A. Alcott, vice president for planning of the newspapers' parent company, Cowles Media Co., says the test was being conducted in North Dakota's Red River Valley, where the newspaper has little reach. "The more we looked at it, it became clear there was little role in it for us," Alcott explains. He adds, however, that his company is watching the development of new information systems and very likely will be involved in some future project.

In Great Britain, the true pioneer in the industry, videotex has become a plodding rather than fleet-footed service. Prestel, the national videotex service, has only about 18,500 users, all but a few of them businesses such as travel agencies.

Officials had hoped for much more. They recently embarked on a new marketing campaign to lure more users, partly by reducing the cost of videotex adaptors for television sets.

On the other hand, the residential market for British teletext services Ceefax and Oracle is strong. Raymond C. Wilson, spokesman for Britain's Department of Industry, says about 600,000 teletext sets are in use, and the number is growing by 40,000 sets each month.

Perhaps the most ominous sounds of uncertainty are heard from the cable television market, where national programmers have been troubled by sagging ad revenues.

CBS scrubbed its cultural cable programming efforts in late 1982, and the Entertainment and Sports Programming Network (ESPN) expected to lose $20 million for the year just ended.

Criner of ANPA warns against reading too much into those developments, however. "What it says is that national advertising support isn't there yet" for development of national programming services, she says. "The cable industry is still an infant industry."

Others, however, are not as optimistic. Stephen R. Effros, executive director of the Community Antenna Television Association, sees little consumer desire for new information services. Leaders of his organization believe that videotex operators will be lucky if they get 3 percent of the cable audience to pay for videotex. And some entrepreneurs are heading toward trouble, he says.

"I'm not saying the business won't work. But what I'm saying is this isn't the greatest thing since sliced bread," Effros says. He urges a more "realistic" view of the future [presstime, Dec. 1982, p. 25].

About the only consensus in this quagmire of "ifs" and "maybes" is stated clearly by Lawrence G. Blasko, director of information technology and deputy director of communications for the Associated Press. He said in an executive summary of a study on CompuServe [presstime, Oct. 1982, p. 27] that "this field is so new and so changing that we are walking on eggs."

He adds, "A foot stamped in conclusion will splash egg towards the face." ☐

Newspapers in other countries have fewer market opportunities

By Raymond B. Gallagher

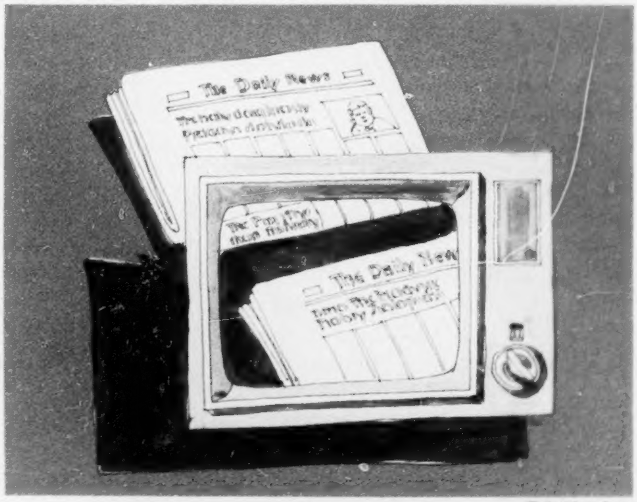
While development of telecommunications technologies has begun and flourished in various countries outside the United States, when it comes to serving readers and advertisers through new electronic *distribution* methods, newspapers in other countries have a much narrower range of options than their U.S. counterparts.

This is true both in the actual number and type of electronic media outlets available, and in terms of possible roles.

Foreign newspaper publishers and associations are studying the opportunities and impact of new media with as much fervor as ANPA and its members. Many already are participating in—or asserting their right to become involved with—new electronic channels of communication.

The issues came to the fore last fall at two international forums: the Newspapers Need Telecommunications Congress in Copenhagen, sponsored by IFRA, the international association for newspaper and media technology, and the Strategies for the Press Symposium, sponsored by FIEJ, the International Federation of Newspaper Publishers.

From these meetings and from interviews with participants in them, the following comparisons are drawn in three key telecommunications areas: cable television, teletext and videotex:



Robert Lovelace

Cable Television. In several nations, cable penetration is significantly higher than the 30 percent of U.S. households currently wired. For example, more than 60 percent of the Netherlands and 80 percent of Belgian households are cable-connected.

Nowhere outside the United States, though, are comparable levels of cable service offered. In most countries, cable TV serves only to retransmit television channels originated in the host country or in neighboring countries. Except in Canada, local-origination and specialized cable networks are uncommon, and pay TV—although spreading on an experimental basis in England—is virtually unheard of.

A number of governments, however, either are considering or have authorized tests of North American-type cable systems.

Newspaper publishers usually are involved in national debates that surround the development of cable services. In Australia and Great Britain, for instance, newspaper interests have asserted that cable should be treated as an extension of publishing and therefore should be subject to no additional regulation. Newspapers' "enormous fund of local knowledge and experience ought to be utilized" in the expansion of cable, wrote The Newspaper Society—Britain's equivalent of ANPA—in its filing in Britain's cable proceeding.

In West Germany, the German Newspaper Publishers Association and various local newspapers have formed a production company to provide programming for one of that country's pilot cable systems. And in Finland, the parent company of a leading Finnish newspaper has ownership in the private cable company in Helsinki, which is also the first cable system offering pay TV on the European continent.

Teletext. Broadcast teletext using the vertical blanking interval appears to be developing in most countries (where authorized) under the control of broadcast television station owners. Hence, newspapers' opportunities in broadcast teletext are largely dependent on their ability to own television stations.

In the United States, newspapers are free to own broadcast TV stations outside their circulation areas and can offer teletext at least experimentally through these outlets. U.S. newspapers also have unique access to teletext through cable and low-power television ownership.

For publishers in most other countries, television station ownership—and thus guaranteed access to teletext—is not possible, as the majority of stations are controlled by public broadcasting companies or government telecommunications authorities. In the broadcasting systems of these nations, usually only a handful of channels can be received by viewers, advertising is limited and local programming is nonexistent. Such public broadcasting is usually financed partially or totally through "license fees" levied on TV set owners.

Italy is one notable exception regarding private broadcasting. Since the government's broadcasting monopoly was declared unconstitutional in 1976, anyone has been free to start a totally unregulated broadcast station. The Arnoldo Montadori Editore publishing group subsequently built television stations and created a television programming network. Montadori has no teletext service, however, nor such an opportunity, because teletext has not yet been authorized in Italy.

Of course, newspapers in any nation without television station ownership can participate in teletext if broadcasters grant them access. For example, the two national West German television networks grant a number of teletext pages for use by

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Gallagher, former ANPA telecommunications development specialist, recently studied telecommunications activities of various countries while touring Europe.

the press. Swiss newspapers participate similarly in their country.

Interactive videotex. As with teletext, publishers in the United States can choose from more than one distribution system for interactive videotex. Cable TV offers an alternative, whether two-way cable is used or a hybrid videotex system of one-way cable and telephone lines. Cable television also offers virtually the only opportunity for a newspaper to control both the transmission system and the content of a videotex service.

Personal computers offer even further possibilities for U.S. videotex. The United States has the largest number of such devices and the highest rate of personal-computer growth in the world. Thus, even small newspapers have been able to create and control a videotex service for a relatively small investment.

In most other countries, however, telephone-based videotex is the only interactive communications service available. And with few exceptions, telephone service is a state-owned monopoly, and newspapers are free only to act as videotex information providers.

These government entities act primarily as common carriers, so it appears that access to videotex systems for newspapers will not be the major problem in these countries. Ownership of computers, storage devices and elements other than telephone lines in a videotex system varies from country to country, however. Therefore, it is not clear whether the related costs and structure will promote or inhibit the success of newspaper information services.

For the time being, it is clear that the international press is considerably active as videotex information providers. The daily newspaper association in the Netherlands formed an organization called KRANTEL, which for two years has acted as a videotex information provider and trainer for member newspapers. In Great Britain, Eastern Counties Newspapers of Norwich, the Birmingham Post & Mail, and the Financial Times are among the first and most established services on the Prestel videotex system.

In Germany, 79 daily newspapers are registered as information providers for the Bildschirmtext videotex experiment.

In France, the Journal Electronique Francais, one of the most popular services in the Velizy videotex trial, is produced by an organization representing a number of daily newspapers.

And in Finland and Sweden, newspaper companies are partners in videotex firms that also operate the systems.

Implications. It's impossible to make detailed comparisons between the United States and other countries, both because of the different environments among individual nations and because the true opportunities and impact of new media for newspapers will not be known for some time.

It is clear, however, that U.S. publishers, with a wide range of media outlets and the opportunity to act as both system and information providers, have perhaps the greatest range of options in which to participate in electronic media. Of course, U.S. banks, broadcasters and other nontraditional competitors also have these opportunities. So U.S. newspapers are faced with some perplexing decisions because few can afford to cover all possible bases.

In other countries, newspapers may have fewer options with regard to electronic media and more government involvement, but they certainly have not been slow to respond to opportunities. They are among the foremost participants in new media. Some publishers may even fare better in environments where government systems guarantee access to videotex and where uniform technical standards and subsidies (such as free electronic directory terminals) create a more certain market.

Nevertheless, relying on state media systems is a red flag for many publishers, who may find the economic future of their business dependent on these systems and their government's benevolence.

Telecommunications notes

The Justice Department wants the Federal Communications Commission to resolve what it calls ambiguities in the commission's statements on the most appropriate procedure for determining recipients of **cellular radio licenses.**

In Nov. 22 comments to the FCC, the department noted that the FCC has set up a comparative hearing process to decide between competing applications, but it also has urged applicants for the new radio-telephone service to try to reach agreements among themselves to avoid the hearing process [presstime, Nov. 1982, p. 18].

The department said normally agreements among potential competitors to eliminate competition between them would raise a "serious question" of possible antitrust violation.

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Three more newspaper companies have filed **cellular radio applications** with the FCC [presstime, Dec. 1982, p. 15]:

- A.S. Abell Co., publisher of the Baltimore Sunpapers, has applied in the Norfolk, Portsmouth, Va., and Jacksonville, Fla., markets through a subsidiary, Abell Communications.
- Courier-Journal and Louisville (Ky.) Times Co. has applied in the Louisville market through a subsidiary, Courier Communications Corp.
- McClatchy Newspapers, publisher of The Sacramento Bee and other papers, has applied in Sacramento through a joint venture company, Cellular Communications of Sacramento. Its partner is Cellular Communications Inc. of New York City.

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A task force of the ANPA Telecommunications Committee is looking into implications for newspapers of the FCC's tentative authorization of **direct broadcast satellite service**. The new service would be authorized within the 12 gigahertz radio wave band that currently is set aside for use by microwave operators, including at least 11 newspapers [presstime, Aug. 1982, p. 13].

Newspapers currently operating microwave systems in the 12 gigahertz band, or that contemplate doing so, should contact Kathleen Criner, Director/Telecommunications Affairs, at The Newspaper Center, Reston, Va.

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The Justice Department approved all but nine of the 161 **local operating company boundaries** AT&T had proposed under the August 1982 antitrust consent decree [presstime, Nov. 1982, p. 20].

Times observes 50th birthday of NIE program

By Marjorie W. Longley

When The New York Times College and School Service celebrated its 50th anniversary Dec. 15th, the current staff of 25 hosted about 100 educators, officers of The New York Times, alumni of the department and Iphigene Ochs Sulzberger, age 90, who provided major support for the program in its early years.

The slogan of the department, "Serving the needs of educators since 1932," aptly describes the enterprise that initially started as a modest circulation venture and then over the years mushroomed into a major educational marketing program. It created future readers for the Times while providing substantial net paid circulation in the process.

But even beyond its impact on the Times, the program spawned the Newspaper in Education movement that now numbers 576 programs in the United States.

"The New York Times was the first NIE program in the country. It was an example for other programs that developed during the early '50s and '60s," said Linda B. Skover, ANPA Foundation's manager/education services.

NIE did not become a national effort until 1952 when K. T. Jefferson, circulation director of the Des Moines Register, Dr. John Haefner, social studies professor at the University of Iowa, and the International Circulation Managers Association decided to create a program with newspapers and educators based on development of readers and informed citizens.

"But it all started with the Times," Skover noted [presstime, Oct. 1979, p. 31].

It's remarkable that the Times' service started during the Great Depression. Although the paper was required reading in some college courses, the Times had no formal planned promotion nor design for marketing the program to schools and colleges.

Jim Wilson, The New York Times

Iphigene Ochs Sulzberger is honored by College and School Service's Richard Clancey.

It is said that the first offering of the Times at a special school rate came about in response to the request of a few New York City high school teachers who wanted to use the newspaper in their classes and also wanted a break on the price.

Thereafter, the newspaper began its organized sale and distribution program primarily at college campuses, prep schools and high schools in the New York metropolitan area.

Although the department in the early years was part of the circulation division, and the effectiveness of its activities was measured by net paid circulation, there was a sincere motive on the part of management to help young people learn how to be informed in a complicated world, and to help them appreciate the value of a good newspaper.

In 1950, the Times extended its reach into the classroom by developing a supplementary program that related the daily newspaper to the content and skills of the curriculum. This program included The School Weekly, a tabloid student version of The News of the Week in Review, a monthly background supplement written by Times writers; a monthly current affairs test; and several teaching guides written by teachers for teachers.

Workshops and in-service courses were developed for teacher training. College and School Service staff members provided class lectures, demonstration lessons and assembly programs as well as Times writers for student assemblies. "Knowledge Bowls," journalism clinics for high school newspaper editors, and tours through the Times building rounded out the activities.

Program materials consistently have covered everything from distributive education to American history, relating the use of the newspaper to students ranging from college preparatory to vocational.

As the department marks its 50th year, the bottom line is a circulation growth from a 489-copy daily average in 1932 to 130,000 copies daily in 1982.

Moreover, it is staffed by young people with a missionary zeal to develop newspaper readers, to convey that a well-informed citizen is a more effective member of the American democratic process and to help youngsters enrich their day-to-day experience for their whole lives by providing them with a tool that opens the doors of the world to them. ☐

Longley is director of public affairs for The New York Times Co.

In the midst of economic woes, journalism fellowships flourish

By Elise Burroughs
presstime staff writer

Despite fears the recession would tighten purse strings for continuing education programs, the number of fellowships and grants available to working journalists actually appears to be growing, according to Thomas E. Engleman, executive director of The Dow Jones Newspaper Fund, a nonprofit foundation that encourages young people to consider newspaper careers.

In fact, publicized attempts by the government to cut back on its social spending may be encouraging the private sector to take up the slack.

"We gave away more money in fiscal year 1982 than ever before," reports Nancy Reynolds, administrative assistant to the president of The Scripps-Howard Foundation in Cincinnati. Noting that "the time is past when we can look to Big Brother to meet everyone's needs," Reynolds said "it has been a very good year for private-sector spending."

Following is presstime's third annual roundup of fellowships available to working journalists:

There are several new programs available this year.

The National Press Foundation in Washington, D.C., will award five **Spanish-language Fellowships** for journalists who wish to pursue intensive Spanish study. Funded by NPF, the Gridiron Foundation and Eastern Airlines, the fellowships allow three months of study at the Cuernavaca, Mexico, Language School.

There is no formal application deadline. Contact the NPF, National Press Club, 529 14th St. NW, Washington, D.C. 20045.

Eight **Vannevar Bush Fellowships** will be awarded for journalists specializing in writing about science or technology. Funded by grants from the Andrew Mellon Foundation and the Alfred P. Sloan Foundation, each carries a stipend of $16,000 for an academic year of study at the Massachusetts Institute of Technology. The program, which also covers tuition, is modeled somewhat on Harvard's Nieman Fellowships, according to program director Victor K. McElheny.

Application deadline is Feb. 1. Contact Vannevar Bush Fellows, Room E51-107, Massachusetts Institute of Technology, Cambridge, Mass. 02139.

Journalists specializing in science or medicine also are eligible for **Nate Haseltine Fellowships** sponsored by the Council for the Advancement of Science Writing. The fellowships offer journalists, preferably with at least two years' experience, $1,500 to pursue a graduate degree by taking full-time or part-time courses related to science writing.

Deadline is June 1. Contact William J. Cromie, 618 North Elmwood, Oak Park, Ill. 60302.

Despite federal budget cutbacks, three government-funded, continuing-education programs will be repeated this year.

The **National Endowment for the Humanities Fellowships for Journalists** carry stipends of $18,000 and pay tuition for an academic year of study at Stanford University or the University of Michigan. The program is open to full-time journalists who are U.S. citizens or who have worked in this country for five years. A minimum of five years' experience in the media is required.

Deadline in March 1. Contact the University of Michigan, 2072 Frieze Hall, Ann Arbor, Mich., 48109; or Room C-14, Stanford University, Stanford, Calif. 94305.

Experienced U.S. journalists interested in teaching or conducting research abroad are eligible for the **Fulbright Program** administered by the Council for the International Exchange of Scholars and funded in part by the U.S. Information Agency.

Application deadline for positions in Australia, New Zealand and South America is June 15; for positions in Africa, Asia and Europe, Sept. 15. Contact the council, Suite 300, 11 DuPont Circle NW, Washington, D.C. 20036; (202) 833-4950.

Also available are one-year **White House Fellowships** with stipends up to $47,517. Fellows work with top-level government officials.

Applications should be made between Aug. 1 and Nov. 15. Contact the President's Commission on White House Fellowships, 712 Jackson Place NW, Washington, D.C. 20503.

Another program offering insights into the inner workings of the national government is the **Congressional Fellowship Awards to Journalists**. Sponsored by the American Political Science Association, the fellowships carry stipends of $14,000 and allow recipients to work for nine months as aides to members of the House or Senate, or on the staff of a congressional committee. Participants must be college graduates and have two to 10 years' professional media experience.

Deadline is Dec. 1. Contact the Congressional Fellowship Program, American Political Science Association, 1527 New Hampshire Ave. NW, Washington, D.C. 20036.

Also available this year are three programs for minority journalists or other minority people.

ANPA Foundation Minority Fellowships will be awarded to 16 minority journalists or journalism educators. The fellowships cover travel, lodging, meals and training fees for newspaper-related training seminars on management development, reporting skills, labor relations, marketing, new technology, leadership in the newsroom, circulation management, newspaper design, personnel relations and other topics.

Deadline for the first half-year's program is Jan. 14 [presstime, Dec. 1982, p. 26]. Deadline for the second half will be announced later. Contact Nancy Osborn, ANPA Foundation, The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041; (703) 620-9500.

A **Summer Program for Minority Journalists** offers 11 weeks of intensive training for adults with no previous professional experience in journalism. Applicants should have an ability to write and a sincere interest in pursuing a career in print media. The program, sponsored by the Institute for Journalism Education, provides work experience on a weekly newspaper at the University of California, Berkeley, and guaranteed job placement at one of the sponsoring newspapers involved.

Deadline is Feb. 15. Contact Iris Crossley, B28 Northgate Hall, University of California, Berkeley, Calif. 94720; (415) 642-5962.

The Institute for Journalism Education also sponsors the **Editing Program for Minority Journalists**. The program offers 12 minority journalists, preferably with at least three years' experience, eight weeks of training in copy editing, headline writing, newsroom organization, libel laws, newspaper layout and management skills.

The program pays for tuition, housing and transportation to the University of Arizona in Tucson. Candidates not employed by a newspaper receive an additional $200 per week in lieu of salary. Deadline is March 1. Contact the Editing Program for Minority Journalists, Journalism Department, University of Arizona, Tucson, Ariz. 85721; (602) 626-5777.

Another fellowship for a minority journalist has been filled this year, but sponsors expect it to be repeated in 1984. The **Ford Fellowship in Educational Journalism** pays expenses and part of the regular salary of a minority education writer to attend the annual Education Writers Conference in Washington, D.C., and to do a limited amount of independent research into a particular education topic.

Nine other **Fellowships for Education Writers** are available, with the application deadline Jan. 7. Funded by the Ford Foundation and other private sources, the fellowships pay one-half of salary and about $700 in travel costs for six weeks of research and attendance at the Education Writers Conference. Contact the Institute for Educational Leadership, Suite 310, 1001 Connecticut Ave. NW, Washington, D.C.; (202) 822-8405.

Fellowships for study into business and related subjects remain available this year.

The **Walter Bagehot Fellowship Program in Economics and Business Journalism** offers 10 journalists an opportunity to attend courses at Columbia University's School of Business, Law School or other departments.

Applicants should have at least four years' experience as journalists and should apply by early April. The fellowship covers tuition and includes a stipend of $14,000. Contact the Graduate School of Journalism, Columbia University, New York, N.Y. 10027.

The **Carnegie-Mellon University Professional Fellowships for Experienced Journalists and Editors** cover living expenses and tuition for journalists with at least 10 years' experience who wish to study business, science, political economics or related topics at Carnegie-Mellon University.

Application deadlines vary. Contact Dr. Daniel Berg, Provost, Carnegie-Mellon University, 5000 Forbes, Pittsburgh, Pa. 15213.

A limited number of **Herbert J. Davenport Fellowships** are available to experienced journalists wishing to attend a four-week summer session of classes in economics at the University of Missouri.

The fellowships cover room, board and tuition. Deadline is April 1. Contact the Business Journalism Program, School of Journalism, University of Missouri, Box 838, Columbia, Mo. 65205; (314) 882-7862.

The **Hughes Fellowships** cover tuition, travel, living expenses and honoraria for two experienced business or financial writers to attend a two-week course in June at Stonier Graduate School of Banking, Rutgers University, New Brunswick, N.J.

Deadline is Jan. 15. Contact the Public Information Specialist, Stonier Graduate School of Banking, American Bankers Association, 1120 Connecticut Ave. NW, Washington, D.C. 20036; (202) 467-4264.

In addition to the National Press Club's Spanish-language fellowships, other grants and fellowships are available for travel and study abroad.

Two are administered by Columbia University, and their deadline is Feb. 15.

The **Journalists in Europe Program Fellowships** are available to journalists ages 25-35 who have at least four years' experience in the news media and who are fluent in French and English. The fellowship covers program fees of about $9,800, and some scholarships are available to pay travel to and from Paris plus living expenses for the eight-month program.

U.S. citizens should contact Prof. Donald Shanor, Graduate School of Journalism, Columbia University, New York, N.Y. 10027. Canadians should contact Kate Long, Journalists in Europe, 33 Rue du Louvre, Paris 75002, France.

Shanor also has information on the **John J. McCloy Fellowships**, which pay for two U.S. journalists to study in Germany for one month.

The **Inter American Press Association Scholarship Fund** awards six-to-nine-month scholarships for study and work in Latin America to working journalists and journalism school graduates who are fluent in Spanish or Portuguese.

Deadline is Sept. 1. Contact IAPA Scholarship Fund, 2911 NW 39th St., Miami, Fla. 33142; (305) 350-2150.

The **Rotary Foundation** also offers scholarships covering travel, living expenses, educational fees and other costs to young journalists wishing to study abroad.

Applicants must be sponsored by a local Rotary Club, and deadline is March 1. Contact the Rotary Foundation, 1600 Ridge Ave., Evanston, Ill. 60201; (312) 328-0100.

Other opportunities abound for foreign studies that do not require leaving the United States.

One **Edward R. Murrow Fellowship** is offered each year to an experienced American foreign correspondent, allowing him or her to enroll in a New York City-area university to pursue an individually selected area of study. A stipend equal to nine months' salary is provided the recipient, who operates from the headquarters of the Council of Foreign Relations.

Deadline is April 1. Contact Margaret Osmer at the council, 58 E. 68th St., New York, N.Y. 10021.

Twelve **Jefferson Fellowships** are offered each year to mid-career journalists from the United States, Asia and the Pacific. Fellows study issues of contemporary international significance for three months.

Deadline is in September. Contact the Jefferson Fellow Coordinator, Communication Institute, 1777 East-West Road, Honolulu, Hawaii 96848; (808) 944-7666.

The **Gannett Fellowships in Asian Studies** offer six professional journalists the opportunity to study for one academic year at the University of Hawaii's Center for Asian and Pacific Studies. The fellowships cover tuition, fees, round-trip airfare from the United States, and a monthly stipend.

Deadline is March 1. Contact the Gannett Fellowship Committee, Moore Hall 315, 1890 East-West Road, University of

Hawaii, Honolulu, Hawaii 96822; (808) 948-6393.

Domestically, application deadline is Feb. 15 for two fellowship programs sponsored by Scripps-Howard, each of which pays up to $2,000 per year for journalists to pursue a graduate degree.

Ten **Ellen B. Scripps Fellowships** are awarded annually for any field of graduate study at any university, so long as the school has an accredited program in the subject being studied. The foundation also offers **Robert P. Scripps Graphic Arts grants** for individuals who want to pursue the business side of newspapers and who need training in production techniques. For information, write to the Scripps-Howard Foundation, 1100 Central Trust Tower, Cincinnati, Ohio, 45202.

Two other fellowship programs are aimed at those interested in writing about religion and related issues.

The **Fellowship Program in Religious Studies for Journalists** is funded by the Rockefeller Foundation. It offers between five and seven fellowships for working journalists to study for one semester at the University of North Carolina at Chapel Hill. The fellowships cover tuition, academic fees and four months of salary.

Deadline is Nov. 1. Contact Dr. John H. Schutz, 101 Saunders Hall 043A, University of North Carolina, Chapel Hill, N.C. 27154; (919) 962-5666.

New York City-based United Methodist Communications offers the **Stoody-West Fellowship** for a journalist interested in a career writing about Christian religions. The fellowship pays $6,000 toward graduate study at an accredited journalism school.

Application deadline is Jan. 20. Contact Nelson Price, United Methodist Communications, 475 Riverside Drive, Room 1370, New York, N.Y. 10115; (212) 663-8900.

In another field, the **Yale Fellowships in Law for Journalists**, funded in part by the Ford Foundation, give five experienced journalists an opportunity to attend one year of Yale Law School and receive a master of studies in law. The fellowship covers tuition and fees.

Deadline is Feb. 1. Contact Dean James W. Zirkle, Yale Law School, 127 Wall St., New Haven, Conn. 06520; (203) 436-8890.

The **Kiplinger Public Affairs Reporting Fellowships** cover tuition and fees for a year of graduate study at Ohio State University. Also included is a monthly stipend of $750.

Deadline is May 1. Contact the Kiplinger Program, School of Journalism, Ohio State University, 242 W. 18th Ave., Columbus, Ohio 43210.

The **Nieman Foundation for Journalism** offers about a dozen fellowships annually for nine months' study at Harvard University. Fellowships cover tuition and provide a stipend totaling $10,500 for the nine-month academic year.

Deadline is Jan. 31. Contact the Nieman Foundation, 1 Francis Ave., Cambridge, Mass. 02138; (617) 495-2237.

Five other programs allow journalists the freedom to pursue individual investigative or research projects.

The **Alicia Patterson Foundation Fellowships** are available to employed and free-lance working journalists. About five are awarded each year, with stipends of $15,000-$20,000 for living, travel and research expenses. Fellows publish the results of their investigations in a quarterly report.

Deadline is Oct. 1. Contact the Alicia Patterson Foundation, Suite 585, 1629 K St. NW, Washington, D.C. 20006; (813) 962-6060.

The **Fund for Investigative Journalism** provides grants to journalists probing abuses of authority, malfunctioning of institutions, or other topics of domestic and international concern. There is no formal application deadline.

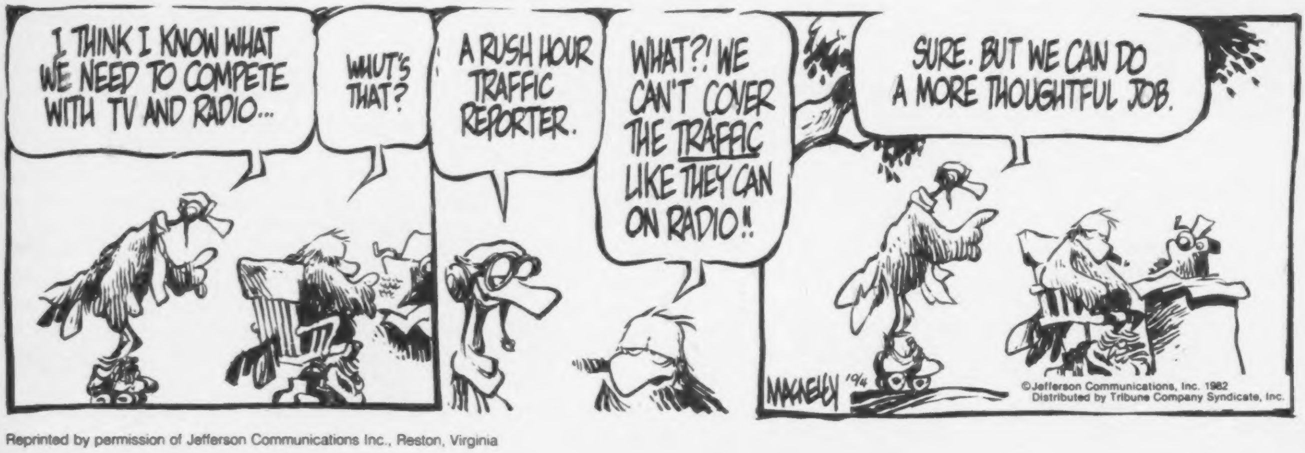
Contact Howard Bray, Fund for Investigative Journalism Inc., Room 1021, 1346 Connecticut Ave. NW, Washington, D.C. 20036; (202) 462-1844.

The **Eugene C. Pulliam Fellowship for Editorial Writers** is awarded each year by the Society of Professional Journalists, Sigma Delta Chi. The $10,000 cash award, to be used for travel, research or study, is open to editorial writers with at least five years' editorial-writing experience.

Deadline is July 1. Contact Pulliam Fellowship, SPJ,SDX, 840 N. Lake Shore Drive, Suite 801 W., Chicago, Ill. 60611; (312) 649-0211. ☐

'Shoe'

By Jeff MacNelly


I THINK I KNOW WHAT WE NEED TO COMPETE WITH TV AND RADIO...
WHUT'S THAT?
A RUSH HOUR TRAFFIC REPORTER.
WHAT?! WE CAN'T COVER THE TRAFFIC LIKE THEY CAN ON RADIO!!
SURE. BUT WE CAN DO A MORE THOUGHTFUL JOB.
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Minority journalists describe impact of race on new jobs

Ninety-two percent of all black and Hispanic newspaper journalists responding to an Associated Press Managing Editors Association poll said race was at least a "minor consideration" in their being hired.

All of the blacks felt that way, with 23 percent saying race was the "chief reason" they were hired, 67 percent saying race was "a major advantage for me, but not the chief reason I was hired," and the rest saying it was a minor consideration.

However, 75 percent of the minority journalists said they do not have the same chance for promotion to supervisory jobs as their colleagues. Proportionately, more blacks (84 percent) gave this response than Hispanics (59 percent).

Results of the survey were part of the APME Minority News Committee report issued at the annual APME convention Nov. 9-12 in San Diego.

The committee had sent questionnaires to more than 600 minority staffers at newspapers in the nation's 100 largest markets; 178 replied.

David V. Hawpe, managing editor of The Courier-Journal in Louisville, Ky., vice chairman of the committee and director of the poll, said the results are "useful" but "not scientifically unassailable."

About a third of the respondents said they had been victims of "open racism or discrimination on the part of a non-minority colleague."

Nearly half said their editors deal differently with minority staff members than with others. Forty-five percent of those who answered in that fashion said their editors expect less from minority journalists.

Among other findings:

- Thirty-nine percent said they felt isolated from their editors, and 25 percent said they felt isolated on the staff. Seventy-seven percent of those who felt such isolation said top editors do not make any attempt to break down barriers.
- Sixty-three percent said their colleagues treat them differently because they are minorities.
- Sixty-five percent said editors rely on minority journalists to keep them informed about the local minority community.
- Seventy-two percent said their editors look upon some stories as "minority stories." Seventy-six percent agreed there is such a thing as "minority news."
- While 35 percent of the respondents said they had never been subjected to overt racism on the part of a news source, only 16 percent said they had never been subjected to subtle discrimination on the part of sources. □

Editors offer tips on doing more with less

Hard economic times have pinched most newspapers' editorial budgets. But a report by the Associated Press Managing Editors Association suggests that many editors are finding ways to stretch the shrinking newshole by enlisting the help of the staff to cut costs and making better use of part-time people and stringers.

The findings are the result of a survey conducted by the "More-With-Less Subcommittee" of the APME's 1982 Changing Newspapers Committee. Among suggestions it received from 91 editors participating in the study:

- Try to forestall rate hikes from syndicates with the ultimatum, "Cancel the increase or the feature."
- Ask hotels for any reduced-price, commercial rate. Encourage staffers who are traveling to find discounts on flights, cars and hotels.
- Require advance approval of overtime. Assess coverage priorities. Ask, "Does the reader really need this story?"
- Consider a universal copy desk. It may require fewer employees and better prepare the staff for pagination.
- Have clerks handle some basic editorial chores. In fact, consider establishing the position of "para-professional" for such things as letters to the editor, sports agate copy, television logs, stock quotations and syndicated material.
- Reduce the stock tables. Ask local stockbrokers for help in identifying listings that would be of most local interest.
- Use more briefs and round-up-type columns. □

Canadian threat increases interest in press councils

More Canadian newspapers are showing an interest in voluntary press councils following a recommendation that Parliament establish a Canadian Advisory Council on Newspapers to receive complaints about reporting in dailies that are not members of "effective" councils [presstime, July 1982, p. 62].

There were four Canadian councils at the beginning of 1982—in Alberta, Ontario, Quebec and in the Windsor, Ontario, region. The Ontario Press Council reports that membership is picking up, with 20 dailies joining in 1982.

Now, three more councils are being formed—in British Columbia, Manitoba and the Atlantic provinces of New Brunswick, Newfoundland, Nova Scotia and Prince Edward Island.

In British Columbia, the decision to form a council was made at a Nov. 25 meeting in Vancouver. Sixteen dailies and 74 community newspapers were represented. Gerald P. Haslam, publisher of The Province in Vancouver, said the council should be formed in February "or March at the latest."

In Manitoba, Donald Nicol, publisher of the Winnipeg Free Press, said a meeting attended by representatives of four dailies was held in mid-November to explore the possibility of setting up a council. "At this point we're talking with the community newspapers," he said.

Tom Crowther, publisher of The Daily Gleaner of Fredericton, New Brunswick, said 14 dailies in the Atlantic provinces have agreed in principle to form a council. They will meet in Halifax, Nova Scotia, this month to consider a proposed constitution and guidelines for people who wish to make complaints. □

Correction

Aubrey Bowie is editorial page editor of the Greenville (S.C.) Piedmont, not The Greenville News as reported in the November 1982 issue of presstime (p. 28). Published by The Greenville News-Piedmont Co., they are the flagship papers of the Greenville-based Multimedia Newspapers group. □

Richard B. Scudder

Publisher's alchemy makes old papers new

By Margaret Genovese
presstime staff writer

Some called it "Scudder's folly," the notion that you could manufacture new newsprint from yesterday's newspapers.

Not only did the trade press scoff at his idea, but Richard B. Scudder remembers he could not interest his fellow newspaper publishers in investing in it.

Today, it would be understandable if the chairman of the board of Garden State Paper Co., the world's largest producer of recycled newsprint, gloated over his success in doing what others thought couldn't be done.

But he doesn't. He says only that "it's satisfying to create a business and create jobs. I think the project has been of service to the newspaper industry."

Scudder's inventiveness was sparked by the nettlesome nature of newsprint supplies. It was just after World War II, Scudder was an executive of his family-owned, now-defunct Newark (N.J.) Evening News, and "as always in the newspaper business, there were shortages and surpluses of newsprint. At one of those times of shortage, it seemed natural to be interested in other sources."

Since about the turn of the century, there had been attempts to remove the ink from waste newspapers—an obvious prerequisite to reusing them. But until Scudder and an engineer at the News came along, nobody had figured out how to wash ink from newsprint fibers without destroying most of the fiber in the process.

Scudder and the engineer, Robert H. Illingworth, experimented with newly developed detergents they felt might do the trick. The patented process they developed was tested first in laboratories and then in paper mills.

Other publishers were invited to witness the mill trials and even to take home a couple of test rolls of recycled newsprint. Although the publishers expressed willingness to purchase the paper, should it ever be produced in large quantity, none wanted to participate in the venture.

Undaunted, Scudder turned to other sources of capital and founded Garden State in 1960. Although he continued to serve as News publisher, he oversaw construction of Garden State's first newsprint recycling mill in nearby Garfield, N.J. It went into operation in October 1961. In 1967, Garden State opened a second mill in Pomona, Calif. The next year, a third one became operational in Alsip, Ill., as a joint venture between Garden State and Field Enterprises Inc.

Scudder sold Garden State and the Newark Evening News to Media General Inc., a Richmond, Va.-based communications company, in 1970. Media General and two other newspaper-related companies subsequently formed a joint venture and built a fourth recycling mill in Dublin, Ga., in 1979.

Today, those four mills account for about 14 percent of all newsprint manufactured in the United States.

Richard B. Scudder

Scudder is not the first member of his family to mix publishing and another career. His grandfather was an engineer who helped design the Brooklyn Bridge before founding the Newark Evening News a century ago. Scudder's father was a second-generation Evening News publisher.

Before becoming a third-generation Evening News publisher, Scudder graduated from Princeton University with a degree in economics and worked for two years as a reporter covering the night police beat for the Boston Herald. He joined the Evening News as a reporter in 1938, then served as assistant to his publisher-father and in 1952 succeeded him. Scudder retained the title of publisher until the News closed in 1972 when it was unable to recover from an eight-month strike.

Unlike the Evening News, Garden State is not threatened by labor shutdowns, because the company has negotiated a no-strike clause with unions there. And in a classic example of how to meld good employee relations, the company puts $1.50 per ton of newsprint produced into a pot that is divided at the end of the year among the union workers on the basis of hours worked. Scudder says the creative plan was the brainchild of Media General Vice Chairman and Chief Executive Officer Alan S. Donnahoe. In turn, Donnahoe calls Scudder an "extremely ingenious and courageous individual."

Scudder's ingenuity did not stop with co-inventing the de-inking process. He also was the driving force behind the invention of the A-PAR, a device used to control ink mist and paper dust in newspaper pressrooms.

But he is best known for his achievements in recycling. His honors include: the National Recycling Award from the National Association of Recycling Industries; "Resource Recovery Man of the Year" as selected by Resource Recovery & Energy Review magazine; the Pulp Manufacturing Division Award of the Technical Association of the Pulp and Paper Industry; and "Paper Maker of the Year" as selected by Paper Trade Journal.

Currently, Scudder is concerned about local ordinances that would funnel all garbage, including old newspapers, into waste-burning, energy-producing plants. "The trouble is that it's a prodigious waste of energy to burn old newspapers for energy if they otherwise would be recycled into newsprint," he says. It takes less energy to manufacture recycled newsprint than to make newsprint from virgin fiber, he explains.

Moreover, recycling of the "urban forest" also saves trees. Media General estimates that it would take more than a million acres of timberland to provide enough wood to supply as much fiber as is derived from a year's worth of recycled newspapers.

Scudder is married and the father of four children. A rodeo rider in his youth, he owns three cattle ranches in California and Colorado. And, at the age of 69, he remains an outdoorsman. In 1981 he climbed to the 20,000-foot level of Mount Everest. ☐

presstime

The Journal of the American Newspaper Publishers Association Index 6 January 1983

index 6

subject index covering
six editions from
July through
December 1982

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American Newspaper Publishers Association

ANPA

TO ADVANCE THE CAUSE OF A FREE PRESS

Brighter times ahead for daily newspapers

By James N. Rosse

Recent months have seen the closure of the Buffalo Courier-Express, the Bulletin and the Journal in Philadelphia, The Cleveland Press and more. The Boston Herald American was sold at the distressed price of less than $5 per subscriber. Separate evening editions have been suspended or merged in Minneapolis, Portland, Oakland, Des Moines, Duluth and elsewhere. What is going on? What does it portend for the coming year and beyond?

What is going on is that changing economic conditions have reasserted economic mortality in the newspaper business. What it confirms is renewed economic pressure on the big-city press. What it portends are more failures and mergers although probably at a reduced rate.

With their dependence on advertising, newspapers are quite sensitive to the business cycle. But the recessions of 1970-71 or 1974-75 did not generate the rate of newspaper failure we now see. In fact, to find anything like this rate of failure, one must go back to the early 1960s—a period of economic boom!

If you can't blame the recession, what can you blame?

First, the new technologies have generally benefited all newspapers with lower costs, but smaller papers have benefited more. Second, the sharply increasing newsprint prices of the last six or seven years have generally hurt all newspapers by increasing their costs relative to electronic media, but large papers have been hurt more than small ones. Third, the delayed family formation of the baby-boom generation—a delay heavily influenced by economic forces—has weakened newspapers as advertising vehicles and has resulted in substantially reduced penetration in most markets.

Taking the points one-by-one:

• *New technologies.* Smaller papers—weeklies and shoppers as well as smaller dailies—have benefited from new technologies more than larger papers. For example, if a good front-end system with its allied components cuts composing costs in half, a smaller paper will be able to reduce prices more than a larger paper can. This is because the smaller paper may have been spending upwards of 20 percent of its revenues for old-style typesetting while a large metro paper may have been spending as little as 12 percent. Hence, the new technologies could permit a price cut in the neighborhood of 10 percent or more for a small paper but perhaps 6 percent or less for the larger paper. Further, because of union rules at many larger papers, they generally have had more trouble reaping benefits of new technologies.

• *Newsprint costs.* From 1975 through early 1982, newsprint prices went up nearly 50 percent faster then the general price level. All newspapers thus were disadvantaged relative to their electronic competitors. But larger papers, with their greater dependence on national and regional advertising, are more sensitive to TV competition than smaller papers are, so their disadvantage was greater. Moreover, before 1975, a large metro paper might have been spending more than 30 percent of its revenues for newsprint, while a small suburban paper could have been spending 12 percent or less. Thus, a 50-percent increase in the real price of newsprint could force a 15-percent increase in the larger paper, while the smaller paper's price increase could have been held to 6 percent or less.

• *Changing demographics.* Over the past 40 years, newspapers' advertising market has become importantly centered around the household and its affairs. The problem is that the rate of household formation among young adults has slowed dramatically in the last decade, and many of those formed have been one- or two-person households with few of the economic needs that fueled the 1960s boom.

As a result, newspaper penetration rates have suffered seriously, especially in larger cities where a disproportionately large share of younger people have located. Not only has this had a direct impact on the economic support for newspapers, but it has opened the door for weeklies, shoppers and total-market-coverage publications.

So, what is the prognosis?

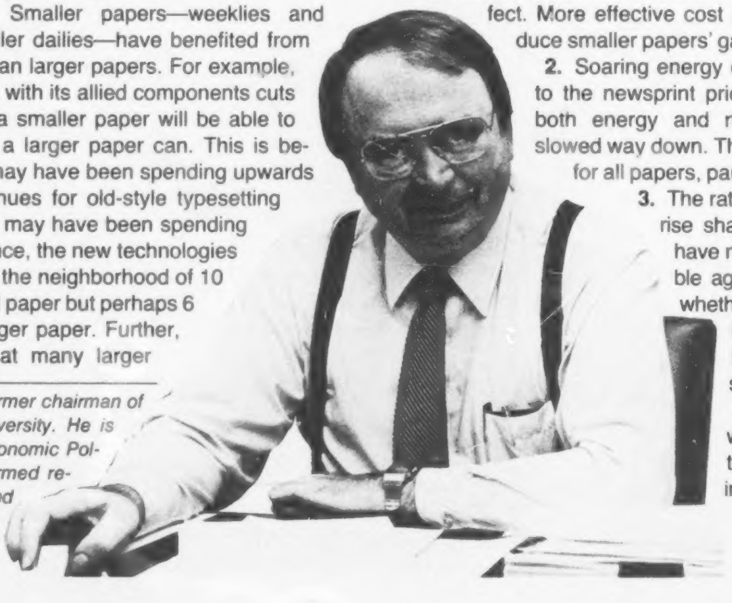
1. The evolution of technology will continue to benefit all newspapers relative to their nonprint competitors, but it also will continue to disadvantage larger papers relative to their smaller competitors for the foreseeable future. A dramatic change in "transmission" technology—from printing and paper to, perhaps, electronic distribution—could neutralize or reverse the latter effect. More effective cost zoning of editions could also reduce smaller papers' gains.

2. Soaring energy costs were an important impetus to the newsprint price rise, but there are signs that both energy and newsprint price increases have slowed way down. The prognosis is more encouraging for all papers, particularly larger ones.

3. The rate of family formation has begun to rise sharply, and dropping interest rates have made household investment possible again. What remains to be seen is whether the new generation of householders, weaned on television, can be wooed to newspaper readership.

It may be that the shoppers, weeklies, TMC's and direct-mail alternatives have made permanent inroads into daily newspaper markets, but I wouldn't bet on it.

Newspapers' fortunes should brighten considerably in 1983. □



Rosse is professor and former chairman of economics at Stanford University. He is director of the Center for Economic Policy Research, a recently formed research unit at Stanford, and has served as consultant and witness in litigation involving communications industries.

Why and how papers can get bigger share of national ads

By Craig C Standen

Craig C. Standen

In 1971, newspapers' share of total advertising expenditures was 29.2 percent. In 1981, it was 28.4 percent. In other words, in the past 10 years, we have essentially maintained our market share—no small accomplishment considering the tremendous growth of competitive media such as television, direct mail and cable.

But nobody in the newspaper business is going to be satisfied with merely standing still. We want to *increase* our share of market. I believe that our greatest opportunity for increasing our overall share lies in national advertising, for two reasons.

First, we have seen that our sales efforts already have helped make national our fastest-growing category, with a gain of 17 percent in 1981 and 12 percent through the first three quarters of 1982—despite the recession. NEWSPLAN discounts—offered by more than 1,000 newspapers to national advertisers who contract to buy six or more pages in a year—are being used by more than 125 major advertisers. The Standard Advertising Units system of standard ad sizes was accepted by 1,425 newspapers in its first year and has been widely acclaimed by the advertising agency business. Also well-received by national advertisers and their agencies are newspaper efforts in providing audience data for our advertisers, including spending $3 million on audience research in the last two years, participation in syndicated audience studies this year by Simmons in 39 markets/Areas of Dominant Influence and by Scarborough in 50 markets/ADIs, and development of the bureau's computerized CAN DO system for audience and demographic data.

Second, national advertising is the least developed of our revenue sources. When Willie Sutton was asked why he robbed banks, he said, "That's where the money is." For newspapers, national is "where the money is." Although we command a 28-29 percent share of overall advertising dollars, our share of total national advertising is only 8 percent. The other 92 percent represents $32 billion of opportunity.

And we believe there are some important factors that make national a very genuine opportunity for newspapers:

- ***Consumers have changed.*** They are better educated and more demanding than they used to be. For example, people don't automatically go out and buy a new car every year or two any more; today they view an automobile as an investment, and they demand a lot more information about the car they buy than they used to.

Is it an accident that the automotive brand with the largest sales increase in the past year, Peugeot, spent 80 percent of its ad budget in long-copy newspaper ads.

- ***Advocacy and institutional advertising.*** Business leaders have discovered that if they don't speak up, nobody will do it for them. As a result, the business community today is becoming increasingly aggressive in its willingness to take a stand on important public issues.

Major companies such as Mobil have found that the newspaper offers them the kind of forum they need to generate public discussion on the subjects they choose among the segments of the public they want to reach. The flexibility and timeliness of newspapers are also important to them.

- ***The increase in target marketing.*** The ability to deliver target markets is one of the newspaper's basic strengths, and we are getting even better.

As we increase our capabilities in total market coverage and similar ways of pinpointing the delivery of advertising messages, we are strengthening our abilities to serve advertisers.

- ***The fragmentation of TV audiences.*** Currently, 30 percent of homes are wired for cable TV, with 50 percent or more expected by 1990. The networks' share of total homes viewing TV is declining, and it will continue to go down. Sooner or later, this decline will force major national advertisers to rethink their media strategies.

- ***New equipment.*** Newspapers have spent millions of dollars improving their reproduction—both black and white, and color—and their flexibility in terms of zoned editions, part runs and the like. These are important attributes to national advertisers, and they are increasingly using newspapers because of them.

But national is not only our greatest opportunity. It is also our toughest sales challenge, for a number of reasons.

Decision making among national advertisers is becoming more concentrated at higher levels of fewer companies. These decision makers grew up with TV, and to many of them "advertising" and "television" are interchangeable terms.

This mentality carries over into the agencies' creative departments. More than one top-10 agency president or creative director has told me that their creative staffs believe that the place to do good creative work is TV, not newspapers.

In addition, the advertiser pressure on newspaper rates is almost sure to increase. We can't expect to grow by raising our rates; instead we must generate new linage if we are to grow.

So, what should we do?

1. We must reach the top-level advertising decision makers and sell them on the value of newspapers as a modern marketing medium. We must pinpoint our marketing strengths versus competitive media, particularly spot TV.

2. We must sell newspapers as a solution to marketing problems. A good example is the Newspaper Co-op Network, which says to the advertisers, "You have a certain need. Here's how newspapers can fill that need for you."

3. We must totally support the industry-wide programs that will make newspapers easier and less expensive to buy for the multi-market advertiser.

4. We must bring the excitement back to newspapers. We've got to show copywriters and art directors that working in newspapers can be just as glamorous and as satisfying as working in TV. ☐

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Students begin classes in May in circulation degree program

The first students to enroll in a college curriculum leading to a business degree in newspaper circulation management will start classes in May.

About 50 students are expected to begin the program of study offered by Empire State College of the State University of New York [presstime, Sept. 1982, p. 39].

About 450 prospective students already had applied for the program by late December, according to faculty director Scott Chisholm.

Admission to New York's state universities requires a high school diploma or its equivalent. Chisholm said, however, that many applicants to the circulation management program already have at least two years of college.

To graduate, circulation management students will be required to complete 64 credits of general college courses, 32 credits in business management courses and 32 credits in circulation management.

Empire State's curriculum is designed so that students may study on their own under the direction of faculty members, with whom they consult in person or by mail once a week. Most of its students complete their college degrees while working full time, according to Chisholm.

He said work also is continuing on texts for the circulation program. The first draft of a new book on circulation management has been written and is being reviewed by an editorial advisory board of educators and circulation executives. Another book, consisting of 32 articles on issues in circulation managment, is planned.

About 50 newspapers have pledged $300 per year for three years to help fund the Empire State program, but more pledges are being requested. Late last year, the International Circulation Managers Association began a drive asking for individual contributions from active and retired circulation executives.

Task force to study ABC methods

ANPA and the Newspaper Advertising Bureau are planning to form a special joint committee that would consult with the Audit Bureau of Circulations about the ways ABC's accounting methods reflect the changing newspaper business.

It is expected that John B. Lake, publisher and executive vice president of Times Publishing Co., St. Petersburg, Fla., will be named this month to head the committee.

Lake, a director of both ANPA and NAB, said his committee would not play an adversary role.

However, he said, it is "fairly evident from the apparent disenchantment and unrest within the newspaper business for the last three or four years that perhaps ABC, with its rules and regulations, has not kept pace with the way newspapers are being marketed today."

The basic problem, he said, is that simply reporting paid circulation—as the ABC does—is not good enough any more.

Lake explained that ABC does not take into account such things as newspapers' ability to produce zoned editions and total-market-coverage vehicles or to distribute according to ZIP Code. Nor do ABC audits reflect demographics or readership.

He noted that he would invite Canadian publishers and representatives of the International Newspaper Advertising and Marketing Executives and the International Circulation Managers Association to participate with his panel.

The committee would begin work late this month or in early February by meeting with newspaper representatives of the ABC Board of Directors, Lake said.

ICMA may change name

The International Circulation Managers Association may become the International Newspaper Circulation Marketing Executives if the organization's board of directors has its way.

The ICMA board voted 13-1 to ask members to approve the change. It will require the affirmative votes of 75 percent of those attending ICMA's annual conference this June in Las Vegas.

News research roundup

Reporters and editors who are skeptical of the sweeping conclusions of complex research reports but are untrained in deciphering the statistical fine print may find help from a 12-point **check list for scientific reports** in the summer 1982 issue of the Newspaper Research Journal.

Professors James W. Tankard Jr. of the University of Texas and Mitchell Ryan of West Virginia University gave examples of reports that received wide publicity even though they were based on inadequate samples, showed misunderstanding of scientific procedures, confused correlation and causality, or ignored the need for researchers to agree on how to tabulate responses.

In "Untangling the Numbers: Journalists *Can* Cope with Complex Research," they also cited news stories that ignored vested interests of the scientists involved, trivialized and exaggerated serious scientific study, or, conversely, gave credence to statistics that had no real meaning.

With guidance in evaluating complex reports, reporters can maintain their traditional "healthy skepticism" and still produce accurate, readable news stories, the authors suggested.

• • •

Women, who make up more than half of the population and almost 40 percent of the work force, are typically the main topics of only 8.6 percent of daily newspaper news and feature stories.

That was the finding of "**Sexist Bias in Eight Newspapers,**" published in the autumn 1982 issue of Journalism Quarterly. The author, Professor Junetta Davis of the University of Oklahoma, analyzed the content of eight U.S. daily newspapers during a week in late 1979. Not only did men appear 11 times more often than women as main subjects in stories, but women were identified more frequently than men in personal terms such as marital status, physical description, attire and subjective adjectives.

Davis noted that the study had a limited sphere and that some newspapers performed better than others. Nevertheless, she found "a distinct pattern of bias" in all the newspapers, with news about women getting shorter stories and smaller headlines than stories about men.

What's the CWA?

A labor union behemoth eyes newspaper workers

By Clark Newsom
presstime labor writer

What is the Communications Workers of America union, and why is it dropping hints that it would like to make a splash in the pool of workers at American newspapers?

Born of the telephone industry in 1938, the CWA today is a labor giant ranking among the 10 largest unions in the country. It represents 650,000 workers in a wide range of communications services and electronics, public employment, manufacturing and other industries. Among the 650,000 are a handful of newspaper employees.

Last August, CWA President Glenn E. Watts touched off speculation about the CWA's newspaper aspirations when he addressed the International Typographical Union's annual convention.

Seeming to confirm that speculation, the CWA's director of organizing, Robert P. Muscat, told presstime, "We would like to demonstrate that we can organize newspaper employees, because I know we can."

ANPA Vice President/Human Resources Roy W. Anderson notes that the labor movement, similar to the changing business economy, is faced with adjustments that require strategic planning. "The CWA is an organization that is committed to this concept and has anchored its position in the growing field of telecommunications," he says. "It is building its future as the information union, and those of us in the information business should be familiar with its goals in our human resource planning and actions."

As a recent indication of its interest in information-business unions, the Washington, D.C.-based CWA provided office space for the Washington chapter of the newly formed National Writers Union.

In his speech to the ITU, Watts noted that he has held discussions with leaders of graphic arts unions about the possibility of "getting together" with the CWA in some fashion.

He suggested, however, that the ITU and The Newspaper Guild, and the Graphic Arts International Union and the International Printing and Graphic Communications Union, proceed with their merger proposals [presstime, Nov. 1982, p. 34] before seeking affiliation with the CWA.

Watts also suggested that the ITU discuss merging with several of the smaller unions in the communications industry, such as the National Association Broadcast Employees and Technicians and the United Telegraph Workers.

The CWA currently represents employees at only one newspaper—The Hawk Eye in Burlington, Iowa. The union won an NLRB election in 1967 to represent news and editorial employees. It also won two elections in 1974 for employees in the advertising and dispatch departments. Employees in the news-editorial unit voted to retain the union as their bargaining agent in a 1971 decertification election.

"Our relationship has been harmonious," says Hawk Eye Publisher and Editor Stuart Awbrey. "We have had no grievance problems."

In 10 other NLRB elections at newspapers since 1967, the CWA has won four and lost six. However, no labor agreements were ever negotiated at the four newspapers where the union won bargaining rights.

Gargantuan size. Although the union's organizing record in the newspaper business has not been impressive, organizing victories in other industries have made it one of the fastest-growing unions in the American labor movement. "We organized 49,000 new people in 1981," says the CWA's Muscat. (That's 2,000 more than the ITU's total active membership.)

The NLRB reports that during the nine-month period January through September 1981, the latest period for which figures are available, the union won 42 and lost 46 elections. According to NLRB figures, 2,369 workers were covered in the 42 election wins. But Muscat points out that the NLRB figures do not include employees in the public sector, where 41,000 people were organized. Also, he adds, many employers recognized the union without an election.

But the gargantuan size of the CWA may be an impediment to its acceptance by major newspaper unions.

ITU Vice President Allan J. Heritage, writing in a recent issue of the Typographical Journal, the union's official publication, questioned "whether we are prepared to accept the constitution and bylaws of a 650,000-member union, lock, stock and barrel, and with the possibility of movement on any matter our members feel very strongly about limited to the influence of our 7 percent of the resulting total membership."

Union President Watts and logo

Heritage said merger with a union like the CWA would be more attractive if merger with the Guild and others could be accomplished first.

In the event those mergers fail, he added, the ITU "will have to look seriously at seeking the umbrella of a large, forward-looking union like the CWA."

The CWA internally. Meanwhile, the CWA has its own problems with its national labor agreement with AT&T expiring Aug. 6, 1983, and with fallout from the court-approved settlement of the antitrust suit that will require AT&T to spin off its 22 Bell operating companies [presstime, Dec. 1982, p. 14].

The CWA currently is divided into 12

geographical districts, each administered by a vice president and staffed with representatives to assist members at the local level.

For example, J. Duane Haywood, vice president of the district encompassing Iowa, Minnesota, Nebraska and North and South Dakota, oversees 71 local unions. While most of them represent telephone company workers, others represent not only the newspaper employees in Burlington, Iowa, but police officers, nurses, bank employees, public employees and television station employees.

(CWA represents employees of six television stations in three states, including WLUK-TV in Green Bay, Wis., owned by The Post Corp. of Appleton, Wis., publisher of The Post-Crescent in Appleton and two dailies in Massachusetts—The Daily Transcript in Dedham and The News-Tribune in Waltham.)

The CWA's dues structure is based on a simple formula—members pay the equivalent of two hours' pay per month. Forty percent of the dues goes to the national union to fund collective bargaining, arbitration, organizing and other support services. The other 60 percent remains at the local level.

The CWA is affiliated with the AFL-CIO and is one of the most active and vocal unions in the legislative and political arenas, especially on communications issues. It also is affiliated internationally with the Postal, Telegraph and Telephone International, an organization representing workers in 52 countries.

Because telephones are everywhere, CWA members are almost everywhere—in some 10,000 different communities across the nation. This gives the CWA an organizing advantage over such unions as the Guild, which does not have the resources to service small locals in remote areas.

CWA Vice President Haywood says that if a nonunion newspaper employee contacted a CWA local about representation, "We would make every effort to organize them." However, the union would not "raid" where employees are already represented by another AFL-CIO affiliated union such as the ITU, he says.

Haywood points out that the CWA is involved in communications and adds: "Anybody that talks—they're communicating." ☐

NLRB finds law judge erred in dismissing Guild complaint

The National Labor Relations Board has ordered a new hearing before a different administrative law judge in a dispute between The New York Times and Local 3 of The Newspaper Guild over furnishing information to the union.

At issue is one employee's job evaluation reports.

Judge William A. Gershuny had issued an order Aug. 3 granting the company's motion to dismiss a complaint against the newspaper.

The complaint alleged that the Times had unlawfully refused to give the union copies of the reports. Gershuny found the union already had access to the information because employees are provided, upon request, with personnel file copies of job-evaluation reports for their unrestricted use.

The board said that to the extent that dismissal of the complaint was based on the alleged availability of the requested information from other sources, Gershuny erred "as a matter of law."

An employer has an obligation under Section 8(a)(5) of the Taft-Hartley Act to supply a union directly with sufficient information to enable it to perform its bargaining and grievance-handling duties, according to the board. "The fact that employees may have the information and may be or are willing to give it to the union does not relieve an employer of its obligations under Section 8(a)(5) of the act," it added.

The board found that Gershuny had "impugned the good faith" of the union and had questioned whether it was abusing the NLRB's processes. It is NLRB policy "not only to avoid actual partiality and prejudgment, but also to avoid even the appearance thereof," the board noted.

Under the board's ruling, the case will be remanded to the chief administrative law judge for a new hearing before a different judge he selects.

(The New York Times Co. and Newspaper Guild of New York, Local 3, 265 NLRB No. 45). ☐

AFL-CIO opposes nominee for NLRB chair

Donald L. Dotson

Donald L. Dotson, the U.S. Labor Department's assistant secretary for labor-management relations, has been nominated by President Reagan to be chairman of the NLRB, succeeding John R. Van de Water, who failed to win Senate confirmation [presstime, Oct. 1982, p. 51].

The AFL-CIO opposed Van de Water's confirmation and also opposes the new nominee. Dotson has been a labor relations lawyer for management.

A confirmation hearing was held Dec. 7 but was continued until after the 98th Congress convenes this month.

Dotson, nominated for a full five-year term, would fill the vacancy left by John H. Fanning, whose term expired Dec. 16.

Reagan also named Patricia Diaz Dennis, a labor relations attorney with American Broadcasting Co. in Los Angeles, to the five-member board. She would fill out the term vacated by Van de Water. It expires Aug. 27, 1986. The AFL-CIO has not taken any position on Dennis's appointment.

Van de Water, meanwhile, has been named a special assistant to Labor Secretary Raymond J. Donovan. ☐

ITU membership approves strike fund amendment

All five constitutional amendments adopted by the International Typographical Union's 1982 convention have been approved by the membership.

Members voted 25,734 to 15,209 to amend the constitution to permit expenditures from the strike fund for "activities in lieu of a strike" [presstime, Sept. 1982, p. 32].

The other four were housekeeping amendments. ☐

NLRB finds Buffalo Guild violated law

A long-running series of legal actions involving a displeased—and now expelled—member of Local 26 of The Newspaper Guild in Buffalo, N.Y., has spawned several new rulings.

Chief among them is an NLRB order directing the union to post a notice to members stating it will not discipline them for filing petitions with the NLRB seeking to clarify the composition of a bargaining unit.

In the same decision, the board also found the union violated the Taft-Hartley Act by threatening an employee with dismissal if he did not sign a card authorizing his employer to deduct union dues from his paycheck.

The case arose from charges filed with the NLRB by William L. Ball, a former copy editor at the now-defunct Courier-Express in Buffalo.

The NLRB also found that Local 26 lawfully expelled Ball from the union for having filed charges, without proper authorization, with the Equal Employment Opportunity Commission in his official capacity as grievance chairman.

In a related case, NLRB Administrative Law Judge Lowell Goerlich found that Local 26 violated Taft-Hartley by suing Ball for compensatory and punitive damages. The suit alleged that Ball filed charges with the NLRB that were false, perjurious and malicious, and brought for the purpose of damaging the union.

Goerlich noted that the avenue to the NLRB's processes "must be kept completely free from any coercion or reprisals from employers or labor organizations." He recommended that the board order the union to post a notice stating it will not restrain or coerce members in their exercise of rights guaranteed in the act.

In 1975, the board found Local 26 violated the act by threatening to place intra-union charges against Ball and by threatening him with expulsion from the union because he filed unfair labor practice charges with the NLRB.

(The Buffalo Newspaper Guild, Local 26, and The Newspaper Guild and Ball, 265 NLRB No. 48; JD-485-82)

Eyeglasses the issue

Grievance's filing ruled tardy

An arbitrator has ruled that a union's grievance against The Washington Post was not arbitrable because the union did not comply with contractual time limits in seeking arbitration.

Under the agreement between the Post and Washington-Baltimore Newspaper Guild Local 35, the union must submit a grievance to arbitration within 30 days of its first consideration by the parties.

The dispute in question arose April 20, 1981, was first considered by both parties July 15 of that year, but was not moved to arbitration until March 1982.

It centered on a copy editor's request for reimbursement from the Post for the cost of eyeglasses prescribed by an optometrist. The copy editor said he had gotten his eyes examined because of the hours he spent working at a video display terminal.

When the Post refused to pay for the glasses, the Guild filed a grievance dated June 10, 1981. The Guild claimed the company was in violation of a contract provision stating that employees "shall receive all working supplies and material without expense to themselves and shall be reimbursed for all authorized actual working expenses."

On July 10, 1981, the company's industrial relations director wrote the Guild and denied that the company was in violation of the contract.

The grievance was then discussed at a July 15 meeting between the parties.

On March 4, 1982, the Guild initiated its demand for arbitration.

In the arbitration proceeding, the company contended the "statute of limitations" provision of the contract required that the case should have been submitted to arbitration on or before Aug. 15, 1981.

Arbitrator Howard G. Gamser, in upholding the Post, said that while he favors resolution of disputes on their merits, the parties had agreed on a timetable, and he could not ignore their "clear intention" to dispose of disputes expeditiously.

Additional arbitration awards

Chicago Newspaper Publishers Association, IPGCU: Alan Walt ruled that the Chicago Sun-Times did not violate the labor agreement by refusing to pay part-time junior pressmen a 25-day "new technology sabbatical bonus."

Chicago Newspaper Publishers Association, ITU: Alan Walt found that a grievance filed by the union against the Chicago Tribune in 1978, alleging that proofreading was being done by non-bargaining unit employees, was not arbitrable because the union had withdrawn it during negotiations for a new contract in 1979.

Cleveland Plain Dealer, IPGCU: Richard Mittenthal held that the union's "word-of-mouth" referral system for prospective employees was discriminatory, but that the company violated the labor agreement by refusing to hire a part-time worker whom the union referred for an entry-level, pressroom job.

Dedham (Mass.) Daily Transcript, ITU: Mark L. Irvings upheld the discharge of a union steward who he found had deliberately scratched the general manager's car.

Rochester (N.Y.) Democrat and Chronicle and Times-Union, Guild: Thomas J. Maroney ruled that the union's grievance over a disciplinary suspension given a reporter was not arbitrable because there was no labor agreement in effect between the parties when the dispute arose.

San Diego Union and Tribune, Guild: William Levin upheld the company's contention that national classified advertising sales representatives assigned to a new "career opportunities" section were not entitled to the higher wage scale paid display advertising salespeople.

Wilmington (Del.) Morning News and Evening Journal, ITU: Richard Adelman ruled that composing room employees who had accepted termination incentives or "buyouts" under a 1978 agreement were not entitled to the improved benefits made in a 1981 offer.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center, Reston, Va.)

Return employee to previous job, NLRB judge says

An NLRB administrative law judge has found the Greensboro (N.C.) Daily News and Record violated the Taft-Hartley Act by transferring an employee from the advertising copy desk to the outside job of advertising department dispatcher.

Judge Benjamin Schlesinger found that the employee, Shirley Shatto, had been transferred "to impede Shatto's union activities and particularly to keep her away from the employees she was trying to organize." He said the transfer "was not justified by any business considerations."

Shatto has worked for the newspapers for about eight years, seven of them as a copy desk clerk.

Schlesinger recommended that the board order the company to transfer Shatto back to her former job or to "a substantially equivalent position." There was no back pay involved in the case.

Publisher Robert D. Benson said the judge's finding is being appealed to the board.

(Greensboro News Co. and Greensboro Printing and Graphic Communications Union, Local 319, JD-489-82) ☐

Top court denies review of job guarantee ruling

The U.S. Supreme Court Dec. 6 let stand a decision upholding an arbitrator's ruling against The Sacramento (Calif.) Bee.

A lower court and then the 9th U.S. Circuit Court of Appeals had affirmed the arbitration award over a job security agreement. The arbitrator held that printers represented by Central Valley Typographical Union No. 46 did not forfeit their contractually guaranteed lifetime jobs by engaging in a sympathy strike [presstime, Sept. 1982, p. 37].

The 9th Circuit also had said the issue of whether the printers are entitled to reinstatement must be decided either in arbitration or in other court proceedings.

(McClatchy Newspapers v. Central Valley Typographical Union No. 46, U.S. Supreme Court No. 82-723) ☐

Wage moratoriums negotiated

Local unions representing employees at eight newspapers agreed to wage moratoriums in their labor agreements during 1982. They were:

- Mount Vernon (Wash.) Skagit Valley Herald, pressroom employees (IPGCU), one year from Jan. 31, 1982
- The Tribune of Oakland, Calif., warehouse employees (Teamsters), first year of a three-year contract effective July 1, 1982
- The Daily News of Longview, Wash., employees of the pressroom (IPGCU) and composing room (ITU), one year from Sept. 30, 1982
- The Herald News of Passaic, N.J., employees of the composing room (ITU) and pressroom (IPGCU) and drivers (Teamsters), one year from March 15, 1982
- The Tribune-Democrat of Johnstown, Pa., employees of the composing room (ITU) and pressroom (IPGCU), six months from Sept. 30, 1982; newsroom employees (ITU), six months from Oct. 1, 1982
- Gary (Ind.) Post-Tribune, pressroom employees (IPGCU), 18 months from July 10, 1982
- Chicago Sun-Times and Chicago Tribune, photoengravers (GAIU), first year of a three-year contract effective Aug. 17, 1982. ☐

Ex-publisher's age bias suit dismissed

A judge has dismissed an age-discrimination suit filed against The Daily Chronicle of Centralia, Wash., by its former publisher.

King County Superior Court Judge James J. Dore ruled that the evidence did not support J.M. Britten's allegations that age was a factor in his discharge. Britten, 63, was discharged in March 1981 after serving as publisher since 1968.

Following the judge's dismissal, a settlement was reached in which Britten agreed to drop his right of appeal in exchange for the dropping of a counterclaim by newspaper officials regarding a severance payment to Britten. ☐

NLRB elections

Lorain (Ohio) Journal, Teamsters: News and editorial employees voted 42-11 against representation by Cleveland Local 473 of the Teamsters.

(NLRB Case No. 8-RC-12754)

Morgantown (W.Va.) Dominion-Post, Guild: Advertising, circulation, editorial, maintenance and mailroom employees voted 46-33 to retain Mountaineer Newspaper Guild Local 231 as their bargaining agent.

(NLRB Case No. 6-RD-750)

Thousand Oaks (Calif.) News Chronicle, IPGCU: Editorial employees voted 19-8 to retain News Media and Graphic Communications Union Local 773 as their bargaining agent. Camera, press and mailroom employees voted 15-6 against the union. Decertification also was the result of an election involving composing room employees, who voted 5-5. A majority is required for certification.

(NLRB Case Nos. 31-RD-762, 763, 765)

Recent contract settlements

Chicago Sun-Times, Chicago Tribune, GAIU: Three-year agreement covering photoengravers retroactive to Aug. 17, 1982.

Indianapolis Star and News, Teamsters: Four-year agreement covering transportation department employees retroactive to Oct. 1, 1982.

Memphis (Tenn.) Commercial Appeal and Press-Scimitar, IPGCU: Two-year agreement covering pressroom employees retroactive to Feb. 1, 1982.

Pittsburgh Post-Gazette, Guild: Three-year agreement covering employees in the editorial and administrative departments retroactive to Jan. 1, 1982.

(Details in December 1982 ANPA Labor & Personnel Relations Letter.)

Personnel relations

Employee recognition programs boost morale

By Anne-Marie Fendrick

A rooftop gym. "Dancercise" classes. Parking lot barbecues. Lunchtime learning sessions with guest speakers. Cash awards and employee recognition.

Anne-Marie Fendrick

Some newspapers are among the many companies turning to such imaginative programs to boost staff morale and productivity.

According to a recent poll of senior managers conducted by the American Society for Personnel Administration, productivity improvement has shot to the top of the managers' list of concerns.

The focus on productivity is hardly new. Nor are ambitious employee benefits programs. But management faces unprecedented problems: the current worldwide recession, international competition and, some say, increased worker expectations. With higher stakes, the prescriptions for success have become more sophisticated.

While some companies have responded to the poor economic climate by cutting back on payroll and benefits, others like The Orlando (Fla.) Sentinel are pressing ahead with new and costly employee incentive programs which combine management interest in productivity and employee interest in individual betterment.

"As every business is right now, we're careful about expenditures," says Sentinel Personnel Manager Margaret Okonski, "but we felt there was a real employee need, and hope we will reap the rewards of it later."

In a recent survey of employees at the Memphis (Tenn.) Commercial Appeal and Press-Scimitar, 63 percent of the 400 who responded said they desired an employee recognition program.

"The key to success in building productivity," according to one Orlando Sentinel executive, "is to build employee involvement. There are lots of ways to do that. Certainly recognition and the programs we've initiated are one way. The important part is for employees to take a personal responsibility for the work they're doing, to assert ownership of the work."

At the Sentinel, management two years ago began asking supervisors and employees what motivated them. The answers flowed in. What they amounted to, Okonski says, were "building employee participation and involvement, and recognizing employee accomplishments and achievements and rewarding them."

A committee of departmental managers designed a varied collection of worker incentives and benefits, including cash awards, inexpensive gifts, preferential parking, guest lectures, employee-of-the-month awards, question-and-answer sessions with management, an outdoor gym, sports teams, and, next year, quality circles.

Last August, the company began an employee recognition system called PERKS. Each division within the company was allocated a certain amount of money to reward individual employees for outstanding work. Employees are given certificates redeemable for cash awards ranging from $10 to $200, or prizes including umbrellas, windbreakers or sport bags bearing the company's logo.

Each division also names an employee of the month who receives preferential parking and a personal leave day. In response to employee requests, the company will begin announcing the names of the employees-of-the-month in a half-page advertisement in the newspaper.

About twice a month, outside speakers are invited to give half-hour presentations to employees on such topics as nutrition and stress management. Employees also have asked to have periodic lunches with the publisher.

"We have monthly question-and-answer sessions with randomly picked employees," Okonski explained, "which is how we get a lot of our information. Once employees raise an issue we begin investigating it."

The newspaper's employees inquired about a fitness center two years ago, and management changed design plans for a new plant and converted what would have been an employee parking lot on the roof into a sports facility.

When the project is completed, the Sentinel will have a fitness trail, track, basketball court and golf driving range. ☐

Fendrick is a research writer in the ANPA Labor and Personnel Relations Department.

Orlando Sentinel employees enjoy barbecue and bluegrass at a parking lot picnic.

Emphasis on quality control being applied at more papers

By Tom Walker
presstime technical writer

For the past two or three years, newspapers have become more and more aware of the necessity of providing higher quality products. Thus, for many, quality control has vaulted from the hit-and-miss level to the targeted management-by-objective lists in publishers' offices.

No longer is quality treated as a secondary consideration in the crush to publish a newspaper on time and in a cost-effective manner. Demands of readers and advertisers and competition from both inside and outside the newspaper business have led some newspapers to develop rigidly defined standards for production in all departments, but particularly in composing, camera, platemaking and press departments.

The same emphasis prompted ANPA's technical committees to decide to give quality control their priority over the next few years [presstime, Oct. 1982, p. 44].

The trend manifests itself in a variety of ways—from an article in a company's house organ, to a test page used by pressroom employees, to comparing color reproduction in the newspaper with standards set in the *Ad-Litho/81™ Color Ink Book*.

Charles Blevins, vice president/production for Gannett Newspapers Inc., writing in the company's Gannetteer magazine, says, "Newspapers are very sensitive to competitive media and their relative advantages like timeliness or use of color. . . . If readers don't like what newspapers say, that is one thing. But if they cancel the newspaper because they can't read the blurred type or because it is not delivered on time, then that is cause for concern."

Improved technology at newspapers, focused mostly on offset printing, has meant that newspapers have more control over the product. With that control, however, comes the need for more precision. In most quality-control programs, the precision dictates that standards for equipment operation and original material, particularly photographs, must be adhered to vigorously.

As John V. Waits, quality control manager at The Washington Post, puts it: "Technology gives you an inherent ability to improve. But the question is whether you can take advantage of it."

But to take advantage of that potential there must be personnel available who can operate the new equipment efficiently. "The new technology is very much a part of the ability to increase quality," says Waits. "But at the same time, it presents a burden" because of the kinds of skills required.

Most newspaper officials agree that people are the most important single ingredient to any quality-control program. If one area fails to meet the desired standards, the others probably will follow. For this reason, it is important for people in one department to understand the needs of other departments.

"Quality will not take care of itself," says James O. Schade, production assistant at The San Diego (Calif.) Union and Tribune. "You must constantly strive to improve it."

Schade says the commitment to good quality reproduction must come from the top. "Your supervisors must show that there is a great interest in quality. If the supervisor is constantly checking and is concerned every day, then everyone has the same feeling."

Some programs. The Orlando (Fla.) Sentinel used the team approach to establish its quality-control program to prepare for the conversion to offset printing in October 1981. The first step was to test the printing characteristics of its new presses by preparing test negatives of color separations with various screens and dot percentages, black and white halftones with gray scales, and various quality control targets, says Robert C. Crandall, quality-control manager.

Crandall says the information was necessary to determine how to adjust the way color and black-and-white negatives are produced. Proper settings for cylinders, blankets and ink and water rollers were provided by the tests.

The newspaper identified between 80 and 90 variables in its reproduction system, charted them and established procedures to control the variables. "Close adherence to these operating procedures

Orlando's Crandall (right) and color scanner operator James DuFore discuss standards.

limits variation of print quality from shift to shift," Crandall says.

And he, too, points to the necessity of proper training in the use of equipment.

The newspaper has held seminars on newsprint and offset plates and conducted in-house classroom instruction to help cameramen produce halftones to meet offset printing requirements. Cross-training also is offered. For example, color technicians were sent to the pressroom to see what happens when their separations are reproduced.

The Sentinel's program is monitored by a committee of production managers who meet weekly to evaluate the newspaper and determine how quality can be improved.

The Washington Post is still in the early stages of establishing its quality-control program, Waits reports. The newspaper has found that its equipment is very "maintenance intensive" and that there were no tests developed to determine if the machinery was operating at optimum efficiency. Before the program was instituted, the determinations were made by foremen and varied from shift to shift.

A test page was developed "with lots of the kind of objective material that you can read with densitometers," Waits says. This enabled the newspaper to establish standards at each stage of the production process. They check against these standards early in the day to allow time to make adjustments before deadline.

The Post is in a unique situation, says Waits, because it prints from three locations, one of which has offset presses. The quality control program is going to focus on the letterpress operations.

"In the long term, what we are looking for is to find if there are reasonably economic ways to improve letterpress beyond what we know today," he says. "All of our competition is printed on offset while 70 percent of ours is letterpress. We must increase the quality of our letterpress."

A quality-control committee, consisting of representatives from the news and advertising departments and a vice president of production, meet every other week to discuss quality.

While the San Diego newspapers have no committee exclusively designated as a quality-control group, quality is discussed on a daily basis, says Schade. There is a regular program whereby people are designated to make sure that equipment in each department is functioning properly.

ANPA-AAAA APPROVED
AD-LITHO(R)
10%
20%
40%
60%
80%
100%

Densitometer and Ad-Litho books can help newspapers establish color standards.

Different departments require different levels of diligence. In the composing room, for example, all equipment is checked at the beginning and middle of each shift. Temperatures and chemicals are checked for photoprocessing equipment. In the camera room, visual or densitometer tests are run every two hours, Schade says.

In the pressroom, such things as blanket settings are checked and meters monitoring fountain solutions are checked all the time.

All Gannett newspapers received the Gannett Quality Assurance Manual in 1980. The manual established quality standards and created procedures to maintain those standards. The start of USA Today brought the necessity of quality control to the forefront in the company [presstime, Sept. 1982, p. 40].

Consistency is the goal. As Gannett's Blevins puts it: "Newspaper reproduction tends to fall into three broad groups—those that are so poor they generate negative comments; those that do not receive comments one way or the other; and those that look good enough to generate compliments.

"At the very minimum, newspapers should strive to be consistently in the middle group while setting standards for the best. Newspapers above all must be consistent, and that is what quality control will do." ☐

Harris sells 6 divisions; newspapers said unaffected

Harris Corp. of Melbourne, Fla., has agreed to sell for about $250 million the six divisions of its printing equipment unit to a newly formed corporation.

A Harris spokesman said the sale will have no effect on newspapers owning Harris equipment.

"The same faces will be running the new corporation, and the (newspaper) industry won't notice any differences," said Fred W. Baker, director of public relations.

To be sold are the publication press division, business forms division, bindery division, newspaper press division, commercial press division and the company's French operation, Harris-Marinoni.

The divisions employ about 4,[illegible]00 people at 11 plants. For the company's fiscal year ending last June 30, [illegible] divisions had sales of $417 million, representing 24 percent of the company's total sales. The divisions had net income of $21.3 million, 20.5 percent of Harris's total.

The company decided to sell because the printing equipment sector and its electronic information equipment sector "were becoming too dissimilar," Baker said. He said the divisions were sold above "book value."

Harris will continue to make electronic copy processing equipment for newspapers. ☐

Users' groups provide forums for customers

By Tom Walker
presstime technical writer

When a newspaper buys new equipment of any kind—press, front-end system, camera, etc.—there usually are bugs that need to be worked out.

One way to deal with these bugs is to get a manufacturer's representative to help. Another is to talk with other people with the same equipment to learn how they solved—or failed to solve—problems.

So-called users' groups have become a popular method of combining the two approaches. They are made up of personnel from newspapers that have purchased a particular brand of equipment.

These groups, most of which date from the mid-1970s, provide the opportunity for newspapers to discuss individual or common equipment problems.

Sometimes, the meetings turn into "gripe sessions," as users complain to representatives of the equipment companies, who regularly attend.

But newspaper personnel affiliated with users' groups say the companies usually are responsive to problems brought to light. It was a lack of such communication that spawned many of the groups in the first place.

The suppliers also like the users' group concept, according to Harris Corp's Thomas P. Carnohan, product marketing manager. "They provide a good common point for us to get input," he says. "We think they're very worthwhile."

Some groups include:

- *Metro Users Group.* It was begun by 26 newspapers that had purchased Goss Metro offset presses. That number has grown to 103, according to President Michael J. Bella, vice president of production at Army Times Publishing Co. in Springfield, Va.

Metro is believed to be the largest newspaper users' group. Rockwell International (Goss's parent company) "works very closely with the users' group," Bella says, and plays "a major role in our meetings." Those meetings are held twice a year, in February and in June in conjunction with the annual ANPA Operations Management Conference and Exposition.

The organization is divided into such committees as newsprint, ink, plates, blankets and rollers, and the committee members keep other participants "updated on what works and what doesn't work," Bella says.

He notes that the organization is turning its attention to quality reproduction, particularly in color, and is ascertaining "how good Metro presses can print to attract color advertisers. Users are producing color now better than they ever have, and that's a direct result of the users' group."

Members of the group sometimes test new equipment developed by the company.

- *ITEK Users Group.* It was formed by newspaper purchasers of ITEK's copy-processing system who were seeking an exchange of information and mutual assistance, says Vice President Eugene P. Bentz, production superintendent at the Farmington (N.M.) Daily Times.

The organization meets twice a year—in January and during the ANPA Conference and Exposition. Bentz says this year's sessions will focus on new formats for different software programs, preventive maintenance and backup procedures.

- *ATEX Users Group.* It was established by users of ATEX front-end systems to obtain solutions to problems, to learn how others use the systems and "to exert leverage on the vendors," says Vice President Robert Roach, technology manager at the Seattle Post-Intelligencer.

"In the early years, they (ATEX representatives) were exceedingly responsive," but following the 1982 meeting, some bugs cited in a new ATEX product "were not taken care of as quickly as we felt they should have been," Roach says.

All the same, Roach thinks the organization is "extremely worthwhile." He notes that members are developing their own software for the systems, then exchanging it with other members in the group.

The 54-member group has been meeting annually in September, but Roach says meeting more frequently has been discussed.

Other groups include the International Newspaper Conversions Group, Cosmo Users Group, Letterflex Users Group, Newspaper Computer Users Group, Harris Systems Users Group, Lasers In Publishing Users Group, Mycro-Tek Users Group and Digital Equipment Corp. Users Society.

GOSS
Metro-Offset
CAUTION

Metro Users Group President Bella looks over Army Times press.

Goss donation to aid studies of print quality

ANPA will use money donated by the Graphic Systems Division of Rockwell International Corp. [presstime, Oct. 1982, p. 42] to buy scientific analysis and other equipment for the Association's new technical and training facility in support of the ANPA technical committees' future studies of ways to improve print quality.

Funds from the $500,000-donation, which will be made in increments of $180,000 this year and $160,000 in 1983 and 1984, also will be used to help establish a technical information center at the facility to open next year at The Newspaper Center in Reston, Va. The information center will have computerized storage and search capabilities.

Graphic Systems Division President Ronald A. White, in a letter announcing the firm's decision to donate the funds, said, "We are pleased to be able to give our support to the new ANPA Research Institute facility and the American newspaper industry in general."

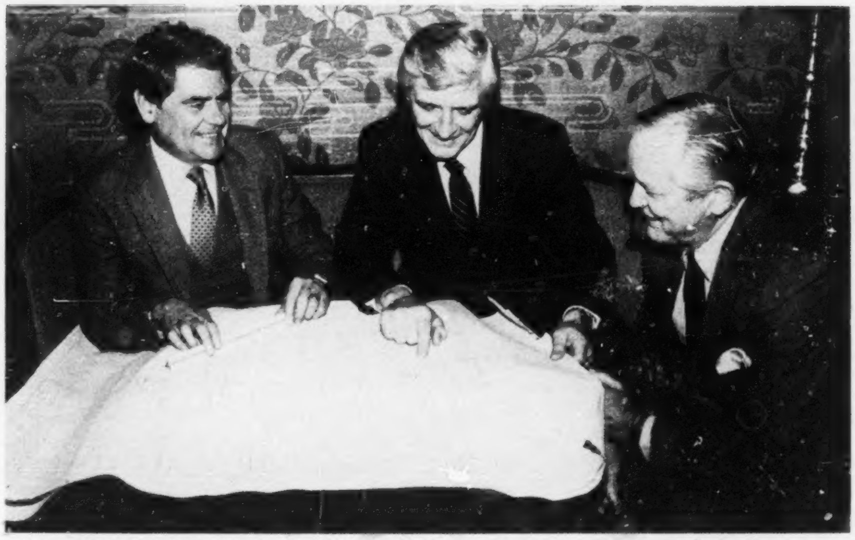
In response to White's announcement, ANPA Chairman and President William C. Marcil said, "I want to formally thank you for the very generous donation to assist ANPA in equipping our new research and training facilities in Reston. This donation will go a long way in supporting ANPA's extensive efforts to keep the newspaper business a successful enterprise in the future."

And John B. Lake, chairman of the ANPA Research and Production Committee, said that news of the donation "couldn't have come at a more opportune time."

He added that the donation "applied the boost we needed to assure the (quality improvement) project being successful."

Jerry W. Friedheim, ANPA executive vice president and general manager, noted, "Some of the funds also will go to equip the new building's major meeting and training areas, which will be dedicated to Goss Products."

White's division manufactures Goss presses. □



ANPA's Marcil (left) and Lake flank Lester A. Kraft, vice president/sales of Goss Products, in reviewing plans for new facility.

Hall mailroom machinery set for ANPA

Hall Systems and George R. Hall Inc. have announced the details of their donation to the ANPA research and training facility now more than 50-percent complete in Reston, Va. [presstime, Oct. 1982, p. 42].

Mailroom equipment being donated will include a new Stream-Scan on-line labeling system, a Magnum conveyor, Monitor counter stacker equipped with multiple programming systems, a tying line that includes a roller-top conveyor, and the new Commander count-verification scale and Monarch bottom wrap.

According to the company, the major components connect with a product accountability and management system that also will be installed at Reston.

"We are pleased to provide the newest high technology mailroom equipment for the new ANPA research and training center," said George R. Hall, board chairman. "Our organizations were founded at about the same time, and since then we have worked together to improve service and equipment for the newspaper industry. The ANPA/RI has contributed much to our industry with limited financial resources, and we are gratified to be able to share some of our success with them," he said.

The company also will install the Uniman 4x2 offset press being provided by M.A.N.-Roland Co. of Middlesex, N.J. □

Ink makers shave 10 percent from prices

All major ink suppliers have discounted by 10 percent the price of offset and letterpress black newspaper ink. This is the first time since 1970 that industry-wide discounts have been offered.

The price reduction, which has been in effect since early November, comes on the heels of similar rollbacks in newsprint prices [presstime, Dec. 1982, p. 42].

Just how long the discount will remain in effect is unclear, but some feel it won't be very long. "I frankly think this is fleeting" and will disappear soon, said James A. Keeley, vice president of operations at The Dallas Morning News.

Ink manufacturers are reluctant to discuss reasons for the discount other than to say it was the result of "intense competitive pressures." Some say the discounts were first offered to large accounts, then went industry-wide.

The discounted price is around 23.9 cents a pound for letterpress ink, a savings of 2.6 cents a pound, and 35.6 cents a pound for offset inks, a savings of 3.9 cents.

New type of protection

How to insure your computer

In addition to insurance to cover the contents of a building against usual catastrophes like fire, flood and wind, newspapers with expensive computer systems may want to purchase additional coverage for them and the data they contain.

Termed EDP insurance, for electronic data processing, the policies cover the equipment, materials such as disks and magnetic tapes, and extra costs associated with continuing operations after damage to computers. Special policies also are available to cover valuable papers and accounts receivable.

As with any insurance policy, there are certain exclusions, or areas that are not covered. But the exclusions can be "bought back" for a price. The price is reflected in increased premiums or deductibles.

The types of coverage are:

- **Equipment**—covers physical loss or damage caused by mechanical breakdown, short circuits or other electrical damage. Also covered is loss or damage to the equipment that results during processing operations or during servicing. Coverage extends to loss or damage that results from errors in design or from use of faulty materials in the development, manufacture or installation of the equipment. Information within the machine is not covered.
- **Data and tapes, disks, etc**—covers information itself but only after the data is converted from source material into a form that is used in the computer system.

Coverage includes loss or damage caused by equipment breakdown, electric or magnetic injury, corrosion, rust, or changes in humidity or temperature because of faulty air conditioning.

- **Extra expense**—covers the additional costs of maintaining normal operations after damage or destruction of equipment, disks or data.
- **Business interruption**—covers loss of income when the operation is interrupted because of damage to the system.
- **Valuable papers and accounts receivable**—protects against financial loss caused by uncollectable accounts as a result of destruction of records. This can include losses incurred because a software program was poorly written, but for it to do so, the exclusion must be bought back from the insurance company.

This array of EDP coverage is available from ANPA's ANPASURE™ policies [presstime, Aug. 1982, p. 45].

Charles H. Weidman, ANPASURE service representative, gives examples of the minimum costs for such policies.

If a newspaper bought insurance for $2 million of data processing equipment under regular business coverage, annual premiums would cost about $1,500. Adding insurance to cover data and disks valued at $1 million would cost $750 more.

Extra-expense coverage of up to $250,000 for rented space and computers would cost $188 more.

To "buy back" the exclusion and provide coverage for $1 million in accounts receivable would cost an additional $750. Weidman notes that for the accounts-receivable and valuable-papers policies, deductibles vary depending on the amount of risk perceived by the underwriter.

Physical protection and security measures can keep down premium costs and deductible requirements, Weidman says. Some protective measures [presstime, Aug. 1980, p. 34] include:

- Placing processing equipment in a fire-resistant location
- Storing disks, tapes, etc., in safe areas
- Keeping duplicate records at a separate location
- Providing security to discourage vandalism. ☐

Tax law change means loss of deductibility for equipment

First they made it more lucrative for a newspaper to depreciate equipment costs, then they made it less so.

Congress enacted the Economic Recovery Tax Act in 1981. In addition to being the biggest tax cut bill ever passed, the ERTA made it easier for businesses to depreciate capital expenses more rapidly. The idea was to encourage business to buy equipment.

But in 1982, Congress passed the Tax Equity and Fiscal Responsibility Act, the biggest revenue-raising bill in history. TEFRA took back some of the 1981 act's benefits by changing the basis on which depreciation is allowed. This restraint on depreciation will be felt a year from now when returns are prepared for 1983.

The 1982 bill decreased the amount on which the Accelerated Cost Recovery System is based by one-half of the investment credit. The ACRS was established under the 1981 bill.

Say, for example, a newspaper buys $80,000 worth of data processing equipment. Under the ERTA, which is in effect for filing 1982 returns, the newspaper could take a 10-percent or $8,000 investment tax credit, according to A. Ernest Acosta, public affairs officer at the Internal Revenue Service in Washington, D.C.

In addition to the credit, the newspaper could depreciate the equipment using the ACRS. Under that system, the time period over which the equipment is depreciated was shortened, Acosta said. Tables were created for different types of expenditures.

For data processing equipment, the depreciation period is now and will continue to be five years.

Under ERTA, a newspaper could depreciate 15 percent of the *total* cost of the equipment in the first year, 22 percent the second year, and 21 percent each year for the next three.

But under the 1982 act, which applies to equipment bought after Dec. 31, 1982, the basis for determining the ACRS deduction—using the same percentages—is the total cost of the equipment *less* one-half of the investment tax credit.

In the example, the investment tax credit for the $80,000 equipment will remain at $8,000. But rather than on the full amount, the ACRS deduction would be computed on $76,000—i.e., $80,000 less one-half the investment tax credit.

Thus, the loss in deductibility over the five-year depreciation period would amount to $4,000.

Mill projects in next four years to boost capacity

Scheduled newsprint mill projects will add about 750,000 metric tons of capacity in North America during 1983-86, according to a compilation by ANPA's Newsprint and Traffic Department [presstime, Jan. 1982, p. 41].

In addition, 12 companies are actively considering 14 future expansion projects, six of which involve capacity increases that would total about 850,000 metric tons. Planned capacity for the other eight projects has not been disclosed.

The 750,000-ton gain does not reflect announced, forthcoming reductions in newsprint capacity totaling more than 250,000 metric tons.

Bowater Newfoundland Ltd. will permanently close one of five newsprint machines at its Corner Brook, Newfoundland, mill in April because of high production costs and poor conditions. Seventy-five percent of the mills' output is shipped to European markets. The annual capacity loss will be 115,000 metric tons.

Abitibi-Price Inc. plans to convert its Beaupre, Quebec, newsprint mill to the production of groundwood specialties paper in 1984. Capacity loss will be 140,000 metric tons.

Donohue Inc. plans conversion of one newsprint machine to other grades of paper during 1983-84. There has been no announcement of the amount of capacity loss.

Two other companies have put capacity increases on hold. The Grenada Paper Co. is delaying a $200-million, 181,000-metric-ton project at Batesville, Miss., and Kruger is holding a 100,000-metric-ton project at Trois Rivieres, Quebec.

The charts below show the individual projects announced, under consideration or on hold.

Publicly announced newsprint capacity increases—North America

Company	Location	Approximate cost (millions)	Approximate annual capacity (metric tons)
	1983		
Abitibi-Price Inc.	Iroquois Falls, Ontario	$111	40,000[4]
Augusta Newsprint Co.	Augusta, Ga.[2]	$240	180,000
CIP Inc.	Dalhousie, New Brunswick[3]	$158	90,000
Consolidated-Bathurst Inc.	Grand 'Mere, Quebec[3]	$ 3	5,000
Consolidated-Bathurst Inc.	Shawinigan, Quebec[3]	$ 32	39,000
Ontario Paper Co. Ltd.	Thorold, Ontario	$260	100,000[4]
	1985		
Boise Cascade Canada Ltd.	Kenora, Ontario[3]	$150	38,000
British Columbia Forest Products Ltd.	Near Whitecourt, Alberta[1]	$250	180,000
Consolidated-Bathurst Inc. (Port Alfred Division)	LaBaie, Quebec[3]	---	6,000
	1986		
Consolidated-Bathurst Inc. (Port Alfred Division)	LaBaie, Quebec[3]	---	40,000
Reed Paper Ltd.	Quebec City[3]	$215	30,000

Newsprint capacity increases under consideration—North America

Company	Location	Approximate cost (millions)	Approximate annual capacity (metric tons)
Abitibi-Price Inc.	Alma, Quebec[5]	---	---
Abitibi-Price Inc.	Grand Falls, Newfoundland	---	25,000[4]
Abitibi-Price Inc.	Iroquois Falls, Ontario[5]	---	---
Boise Cascade Corp.	South Carolina[1] (newsprint or white paper mill)	---	---
Crown Investments Corp.	Near Prince Albert, Saskatchewan[1]	$250	---
Daishowa Paper Mfg. Co. of Japan	Quesnel, British Columbia[1]	---	---
Great Lakes Forest Products Ltd.	Dryden, Ontario[1]	$190	175,000
Maclaren Power & Paper Co.	Buckingham, Quebec	---	68,000[4]
Nova Scotia Forest Industries	Point Tupper, Nova Scotia[2]	---	---
Rexfor/F.F. Soucy	Matane, Quebec[1]	$270	160,000
Southeast Paper Co.	Dublin, Ga.[2]	---	165,000 (may add a second machine at same or new location)
Stora Kopparberg	Bennetsville, S.C.[1]	---	---
Sunbelt Forest Products	Boligee, Alabama[1]	$250	254,000
Wilbert Associates	Near Globe, Ariz.[1]	$250	---

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[1] New mill
[2] New machine(s)
[3] Speed-up
[4] Net increase, new machine(s) replacing existing one(s)
[5] New machine replacing existing one(s)

Companies shut down aging newsprint machines

Two aging newsprint machines have produced their last rolls of paper.

Abitibi-Price Inc. shut down a 70-year-old newsprint machine in December at its Grand Falls, Newfoundland, mill. The capacity loss amounts to 30,000 metric tons.

Consolidated-Bathurst Inc., meantime, shut down an 84-year-old newsprint machine at its Grand'Mere, Quebec, mill. Annual capacity was 14,500 metric tons. ☐

Kenaf-growing proposal advances in UNESCO body. See story, p. 19.

Oct. '82 consumption equals year-earlier level

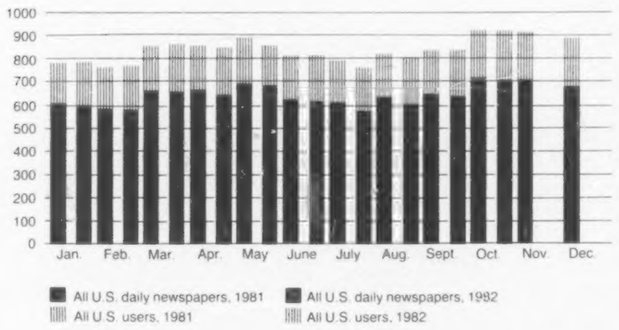
Total U.S. newsprint consumption was an estimated 922,000 metric tons in October 1982—the same amount as October 1981. For the first 10 months of 1982, the consumption by all users was down about .6 percent.

U.S. daily newspapers' estimated consumption in October 1982 reached the highest monthly level of the year—just over 703,000 tons—but this was about 1.4 percent below the previous October's level. For 10 months, their consumption was down about 2.3 percent.

Newsprint inventories of ANPA-member newspapers in the statistical sample averaged 46 days' supply at the end of October, down from the 48-day supply at the end of September. At the end of October 1981, the supply was 49 days.

North American newsprint mill inventories at the end of October were about 82 percent higher than a year earlier. Canadian mills operated at 79 percent of capacity in October, while U.S. mills ran at 88.2 percent. The operating rates for the 10-month period were 83 percent and 87.9 percent, respectively.

Estimated newsprint consumption, 1981-82
(Thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	September 1982	September 1981	% Change
Northeast	154,232	158,836	-2.9
North Central	142,188	146,094	-2.7
South	202,375	204,523	-1.1
West	143,416	146,963	-2.4
Circulation size			
up to 25,000	63,629	63,637	-0.0
25,001-100,000	115,294	118,933	-3.1
Over 100,000	463,288	473,848	-2.2
September totals	642,211(r)	656,418	-2.2(r)
Nine-month totals	5,657,301(r)	5,799,312	-2.4(r)
Region	**October 1982**	**October 1981**	**% Change**
Northeast	173,825	174,415	-0.3
North Central	152,691	159,743	-4.4
South	221,713	218,184	+1.6
West	154,919	160,929	-3.7
Circulation size			
up to 25,000	70,206	66,294	+5.9
25,001-100,000	124,376	127,096	-2.1
Over 100,000	508,566	519,879	-2.2
October totals	703,148(p)	713,271	-1.4(p)
Ten-month totals	6,360,449(p)	6,512,583	-2.3(p)

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply in transit)
August 1982	952,087	49	6
August 1981	928,055	46	6
September 1982	897,812(r)	42(r)	6(r)
September 1981	943,630	43	7
October 1982	861,310(p)	41(p)	5(p)
October 1981	958,748	42	7
Canadian mills			
October 1982	418,224	--	--
October 1981	254,595	--	--
U.S. mills			
October 1982	118,024	--	--
October 1981	40,780	--	--

Estimated consumption of all U.S. users

	1982	1981	% Change
August totals	805,000(r)	827,000	-2.7(r)
September totals	836,000(r)	839,000	-0.4(r)
October totals	922,000(p)	922,000	---
Ten-month totals	8,310,000(p)	8,358,000	-0.6(p)

Production

	Canada	U.S.A.	North America
October 1982	698,251	406,061	1,104,312
October 1981	814,624	419,727	1,234,351
Increase or decrease	-116,373 -14.3%	-13,666 -3.3%	-130,039 -10.5%
Ten months 1982	6,861,407	3,871,076	10,732,483
Ten months 1981	7,433,740	3,981,521	11,415,261
Increase or decrease	-572,333 -7.7%	-110,445 -2.8%	-682,778 -6.0%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
October 1982	486,000	76,191	122,761	684,960
October 1981	542,991	88,583	163,157	794,731
Ten months 1982	4,598,416	777,112	1,261,541	6,637,069
Ten months 1981	4,989,152	867,507	1,487,332	7,343,991
Increase or decrease	-390,736 -7.8%	-90,395 -10.4%	-225,791 -15.2%	-706,922 -9.6%
From U.S. mills				
October 1982	377,136	—	20,892	398,028
October 1981	395,947	—	21,032	416,979
Ten months 1982	3,553,643	—	237,052	3,790,695
Ten months 1981	3,726,662	—	234,671	3,961,333
Increase or decrease	-173,019 -4.6%	— —	+2,381 +1.0%	-170,638 -4.3%
From North American mills				
October 1982	863,144	76,191	143,653	1,082,9[illegible]
October 1981	938,938	88,583	184,189	1,211,710
Ten months 1982	8,152,059	777,112	1,498,593	10,427,764
Ten months 1981	8,715,814	867,507	1,722,003	11,305,324
Increase or decrease	-563,755 -6.5%	-90,395 -10.4%	-223,410 -13.0%	-877,560 -7.8%

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised

(p) = preliminary

Growth expected after midyear

Publishers wary but hopeful for 1983

By Elise Burroughs
presstime staff writer

After two years of predicting—erroneously, as it turned out—that business would pick up in the second half of the calendar year, many publishers and analysts are wary of showing too much optimism about 1983. There are, however, some hopeful signs.

At the U.S. Department of Commerce, printing industry analyst William F. Lofquist says he believes the new year is bound to be better for newspapers than was 1982. For one thing, classified advertising linage can hardly plunge any further, he says. Thus, 1983 likely will see some gains over 1982's depressed levels.

One sign of renewed vitality was the Conference Board's December report that its index of help-wanted advertising rose three points in October, the first increase since November 1981. The index, which is based on employment classified advertising in 51 major U.S. newspapers, increased in all nine geographic regions. Despite the gains, though, the index—keyed to 1967 volume of 100—stood at only 76.

Another positive note is that after years of annual price jumps, newsprint prices have stabilized, at least temporarily.

While some newspaper executives say they anticipate a quick return to earlier price levels and even further price increases later this year, others told a December meeting of stock analysts in New York City they are hopeful the late 1982 rollback would last at least through the first six months.

Government analyst Lofquist predicts that newspaper revenues will grow, in real dollar terms, by 2.2 percent in 1983, compared to a .4-percent drop in 1982. Such growth would be greater than the .9-percent average annual real growth experienced by newspapers from 1972 to 1982, but it is based on Commerce Department expectations that the entire economy will rebound during the second half of the year.

Other analysts, while noting the same good news as that advanced by the Commerce Department, are not so optimistic.

Bruce Thorp of the investment firm Lynch, Jones & Ryan in Washington, D.C., says he sees no prospect of significant ad linage growth until at least the fourth quarter. He also observes that fourth quarters have not been as good as expected for the last two or three years.

J. Kendrick Noble, first vice president of Paine Webber Mitchell Hutchins Inc. and coordinator of that firm's Dec. 6-8 Outlook for the Media Conference in New York City, forecasts "modest growth, modest recovery and modest increases in linage," with recovery improving as the year goes on.

J. Kendrick Noble

Ellen Sacher of Goldman Sachs in New York City also is basing her prediction of moderate gains on a slow recovery in the second half of the year.

The revenue side. Many newspapers report they plan '83 ad-rate increases in line with the projected overall inflation rate. Multimedia Inc., for example, is planning ad-rate increases averaging 5 percent for its small-city, Sun Belt dailies.

Other newspapers, including the Ft. Smith, Ark. Southwest Times Record (allday, 40,488), are softening their rate hikes with increased discounts for advertisers who match or top their 1982 ad volume. Many also note that preprint price hikes will be less than other categories.

Other companies with substantial newspaper holdings, including Gannett Co. Inc., Knight-Ridder Newspapers Inc., and The Times Mirror Co., are aiming for more aggressive 9-11 percent increases. Virtually all of the newspaper companies expect growth to continue to come from part-run linage and preprints rather than ROP.

Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, expects advertising expenditures in newspapers to increase 10 percent in 1983, with classified gaining 12-13 percent, retail 9 percent, and national—the best growth category in 1982 for many papers—up 10-11 percent.

Noted media-performance prognosticator Robert J. Coen, senior vice president and director of information service for McCann-Erickson U.S.A., agrees that classified will rebound from its depressed 1982 level. He predicts a gain of more than 10 percent in that category.

However, Coen says he doubts there will be much newspaper linage growth in national advertising. Several market forces that contributed to 1982's growth, including the emphasis on auto rebates and a spurt of airline advertising due to deregulation, are unlikely to continue, he says.

He predicts an overall increase of 8-9 percent in advertising expenditures in newspapers.

Cost increases. For newspapers, the costs of doing business also will depend greatly on the performance of the economy.

After polling production managers at 12 U.S. newspapers, James Keeley, vice president of The Dallas Morning News, predicted that production wages will rise an average of 7.5 percent in 1983, including increases of 6 percent in the Midwest and 9.8 percent in the Northeast. Keeley also predicted that newsprint prices will return to about $450 per short ton in the first quarter, with a 5-percent hike at midyear; that a two-month-old ink discount will end early this year, with ink prices rising another 8 percent at mid-year (see story, p. 42); and that other production costs will increase 8 percent.

Several analysts say advertisers have been frustrated by studies showing that consumers have more money saved than has been typical in recent years, but most are too worried about jobs and the overall economy to start spending it. Thorp of Lynch, Jones & Ryan notes that if consumers do begin loosening their purse strings, advertising could surge quickly, and newspaper fortunes could change dramatically.

"We don't want to be too pessimistic," he adds.

Looking back at '82. And in fact, despite the national economy, most newspapers remain not only profitable but more profitable than the average business. The price of publicly held newspaper company stocks jumped an average of 17 percent in October, once again outperforming the stock market overall.

Moreover, despite several well-publicized newspaper closures, most daily newspapers held their own or gained circulation last year [presstime, Dec. 1982, p. 31]. "More newspapers increased in circulation than decreased in every geographic area except the Midwest," John Mauro, director of research for Media General Inc., told the Paine Webber media conference in early December.

Knight-Ridder's Parmalee (left) and Media General's Mauro respond to questions at the Paine Webber conference on the media's outlook.

Also at that New York gathering of securities analysts, Edward T. Parmalee, Knight-Ridder vice president of marketing, made an industry-wide report based on his company's status and on interviews with newspaper executives around the United States.

Parmalee estimated that 1982 advertising expenditures in U.S newspapers would end up in the neighborhood of $18.3 billion, a 5-percent increase over 1981 but well below even pessimistic predictions made in early '82 [presstime, March 1982, p. 24].

McCann-Erickson's Coen estimated that all advertising expenditures in the United States would total $67.3 billion for 1982, a 9.5-percent increase over 1981, but less than the 10.4-percent gain he had envi19129104sioned in the spring of 1982.

Subsequently, the Newspaper Advertising Bureau released its estimate that advertising expenditures in newspapers rose 6 percent in the first nine months of 1982—up 12 percent in national, up 8.2 percent in retail but down 1 percent in classified.

Parmalee of Knight-Ridder told analysts he estimated newspaper ad rates increased an average of 11 percent in 1982 but that overall ad linage was off 4-5 percent, with classified down 12 percent, national down 2 percent and retail down .3 percent. Like other newspaper executives, Parmalee noted significant gains in preprint, part-run and zoned advertising.

Parmalee also said that 1982 newspaper performance showed more variation from market to market than he had seen in 25 years in the business, reflecting great differences in local economies. Although the recession has left some pockets of prosperity, newspaper executives told the Paine Webber conference that most U.S. newspapers in 1982 embarked on or continued cost-cutting campaigns that left few stones unturned in the search for ways to save money. Executives there and in presstime interviews said such measures will remain commonplace until there is sustained growth in the economy.

Even more troubled is the economy in Canada, and the performance of newspapers there reflects it. Despite a slight increase in preprints, advertising linage for the 117 members of the Canadian Daily Newspaper Publishers Association plunged 12.3 percent for the first 10 months of the year, reports CDNPA general manager John E. Foy. To a greater extent than in the United States, newspapers have resorted to laying off personnel to shave costs [presstime, Oct. 1982, p. 63].

Bottom line affected. Linage losses and relatively modest rate increases translated into tighter profit margins at many papers in 1982. Frederick G. Harris, vice president/finance and chief financial officer for Dow Jones & Co. Inc., said at the Paine Webber gathering that the 13 publicly held newspaper companies would finish the year with profit growth averaging 7 percent.

According to the most recent John Morton Newspaper Research newsletter published by Lynch, Jones & Ryan, "Earnings growth of (U.S.) newspaper companies in the third quarter generally failed to surpass the modest performance gains already reported for the first and second quarters, a symptom of the lagging economic recovery. With two notable exceptions—Dow Jones and Washington Post—earnings of the public companies rose an average of 5.2 percent in the quarter, somewhat below the average growth of 5.6 percent in the first quarter and 5.4 percent in the second."

Meantime, publicly held Canadian newspaper companies generally fared worse. Southam Inc. and Torstar Corp. experienced a decline in profits per share during the first nine months compared to 1981. At Southam, which registered a loss of $5.9 million for the third quarter, earnings per share tumbled from $2.44 in the first nine months of 1981 to 55 cents for the same period in '82.

Thomson Newspapers Ltd. registered a gain of 1 cent per share for the first three quarters, but that came from modest operating income increases at the company's 80 U.S. daily newspapers. Thomson's 38 Canadian dailies showed operating income declines.

Toronto Sun Publishing Corp., which operates on a different fiscal year, also experienced an earnings drop during the six months ending Oct. 23.

Performance varies. But as usual, newspapers' experience in 1982 and expectations for 1983 depend on what is happening in local marketplaces.

In Charleston, S.C., where military-related payrolls bolster the local economy, Publisher Peter Manigault says 1982 was a good year for The News and Courier (morning, circulation 69,009) and The Evening Post (38,252).

While conscious of costs, the newspapers implemented no hiring freeze or other drastic measures, and they anticipate none in 1983.

In the hard-hit upper Midwest, on the other hand, newspapers continue to be faced with some of the highest unemployment rates in the nation and retail cutbacks that some people fear may be permanent.

John T. McConnell, publisher of The Journal Star (all-day, 101,474) in Peoria, Ill., says his newspaper's most profitable year was 1979. Since then, the paper has done well considering the economic climate, but McConnell sees no signs of an upturn that would allow The Journal Star to match that earlier performance.

In addition to holding the line on costs, the newspaper has been seeking out new revenue with zoned editions, a marketing approach that worked "surprisingly well," McConnell reports.

Similarly, a number of the small Midwest dailies owned by Harris Enterprises of Hutchinson, Kan., already have "cut back, tightened up the percentage of news, and eliminated features and services" as far as they can, according to company President Lloyd Ballhagan.

In addition to generally poor economic conditions for agriculture and industry in several cities in the region, some large retail stores have closed, and no new merchants are expected to replace them. While that will mean even more losses in retail ad linage, any further cuts in newsholes would seriously harm the editorial product, says Ballhagan.

Yet in Fort Smith, Ark., another area of high unemployment, the Southwest Times Record has maintained steady growth over the last two-to-three years, according to General Manager Robert Nunley. Increasing reliance on part-time workers and reduced workweeks have helped hold the line on costs.

Nunley says he is "cautiously optimistic" about 1983. ☐

UPI

December flood did not prevent a Springfield, Mo., man from keeping his newspaper dry.

New year dawns with more mergers in U.S. and Canada

Two newspaper companies will start the new year by merging daily newspapers.

In Pennsylvania, The Daily Tribune, founded by Richard M. Scaife in Monroeville in September 1981, will be combined Jan. 2 with Scaife's Tribune-Review of Greensburg. The papers have circulations of about 10,000 and 47,000, respectively.

The communities, east of Pittsburgh, are about 15 miles apart. The Tribune-Review will publish an edition for the Monroeville area with "Allegheny East" on the ear.

Dennis M. Casey, a spokesman for the Tribune-Review, said "no more than 13 people will be laid off." The two papers employ a total of 263 people.

In Canada, the morning Moncton (New Brunswick) Times (circulation 18,959) will be combined Jan. 3 with the evening Transcript (27,143).

In a change of plans, President and Publisher E.W. Larracey said the new Times-Transcript will be an evening paper rather than a morning one [presstime, Dec. 1982, p. 44]. Larracey said 23 production workers would lose their jobs. The two papers employ 158 people.

In another change of publication schedules, the 45,017-circulation Star-News of Pasadena, Calif., completed conversion from an all-day paper to mornings-only on Dec. 20. Publisher William R. Applebee said the change was made "so we could concentrate on the morning newspaper and do the best possible job." The Star-News is owned by Knight-Ridder Newspapers Inc. ☐

Murdoch, unions settle; Herald American sold

Following successful labor negotiations, Rupert Murdoch's News America Publishing Inc. assumed control of the Boston Herald American from The Hearst Corp. Dec. 20.

Hearst had threatened to close the tabloid Dec. 3 if purchaser Murdoch's negotiations failed [presstime, Dec. 1982, p. 43]. Printers voted Dec. 19 to ratify a new agreement, the last of the 11 bargaining units to do so. ☐

Publishers say mergers result in better product

By Clark Newsom
presstime staff writer

Publishers who have merged their afternoon dailies with their morning papers say they're glad they made the move. They believe they are utilizing their human resources more effectively. They report their advertisers are happier because dual subscribers have been eliminated. And most importantly, they say readers are getting more news.

A presstime survey of a dozen a.m./p.m. combination newspapers that consolidated—some more than two years ago and others more recently—also shows that:

- Ten of the mergers resulted in larger newsholes for the surviving paper—25 percent larger on the average.
- None increased advertising rates because of the merger.
- Ad linage increased following five of the mergers, but only slightly.
- Seven of the mergers did not result in employee layoffs. For the other five, the curtailments averaged 6.5 percent of staff.
- Circulation decreased in all but one instance, with the average drop just under 8 percent.

Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, notes that such circulation losses are caused by not only the elimination of dual subscribership but also by "irreplaceable loyalty to a former product, (and) because nothing sells newspapers like the excitement of competition."

Speaking to the latter point, Editor Robert H. Wills of the Milwaukee Sentinel notes that competing reporters bring "two pairs of eyes, two cameras and two perspectives" to events. Where competition exists, he says, "editors are more alert and reporters work harder."

Wills, whose paper is owned by The Journal Co. as is the competing Milwaukee Journal, says, "It's the readers who lose out."

But if a November report to the Associated Press Managing Editors Association is correct, the Sentinel and the Journal someday may be the Sentinel-Journal or vice versa. Drake Mabry of The Des Moines (Iowa) Register, whose paper was just involved in a merger, said it is just a matter of time before most separate a.m. and p.m. papers under the same ownership are folded into one newspaper.

Interviews with a number of other newspaper executives who have been through the merger process reveal their belief that the economics of publishing daily newspapers in the 1980s almost demands such consolidations.

At The Oregonian in Portland, where the afternoon Oregon Journal was combined with the morning paper last September, President and Publisher Fred A. Stickel sings the praises of the change. He says the combined sports staffs have "substantially" increased coverage of high school sports. Local business news has doubled. All of the syndicated features in the Journal are now in The Oregonian.

The joint news staff, 273 strong, is "the second largest in the West," he says. Four new suburban news bureaus have been established. There are two opinion pages in addition to the editorial page.

"Ours was not an economic move," Stickel says. "We wanted to do more but couldn't do it with two papers. We decided to stop duplicating our efforts and put out one super newspaper, which is what we're doing."

The change at the Newhouse-owned Portland paper followed a similar change at the two Newhouse dailies in New Orleans in 1980 where The States-Item, the afternoon paper, was combined with The Times-Picayune. Both nameplates are still carried on the all-day paper.

Seven new parish (county) bureaus were opened; there were three before the merger. Joseph I. Ross, vice president and business manager, says the current circulation of more than 280,000 "and rising" is a record for unduplicated circulation. "We got rid of the duplication factor, which is important to advertisers."

Another 1980 Louisiana merger occurred at the Gannett papers in Monroe where the afternoon News-Star and the morning World became the News-Star-World.

"Our consolidation went amazingly smooth," according to Publisher and Editor Vernon McCrory. "We have a better paper, I think, and it serves its community well."

Two other Gannett papers were merged in 1980. The Capital Journal of Salem, Ore., was combined with the morning Oregon Statesman to become the Statesman-Journal, which Publisher John McMillan notes won the "Best of Gannett" award in 1982. "We could not have done that publishing two newspapers," he says. He also notes that before the merger, each paper had one editorial writer. The newspaper now has two editorial writers, one of whom recently won an award—an accomplishment that he says would not have been possible before the merger.

W. Davis Merritt Jr., executive editor of the Wichita Eagle-Beacon, reports that in the year following the merger of the afternoon Wichita Beacon and morning Eagle in 1980, the new morning paper enjoyed a 36-percent larger newshole. It declined some in 1982 because of economic conditions but still was 31-percent

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One Great Newspaper

The Oregonian
With all the features of the Oregon Journal

Merged papers tout doubling up of features.

above the 1979 level.

"We're printing more pages total than the two papers had before," Merritt notes. The Knight-Ridder paper added a twice-a-week "neighbors" tabloid, expanded the agriculture section and added new sports, financial, entertainment and real estate sections.

"Our advertisers were happy because they didn't have the duplication," he says. "We had about 75 percent duplication."

Also in 1980, the Allentown (Pa.) Evening Chronicle was combined with The Morning Call. It is the only paper of the 12 that shook out with a rise in circulation over the combined dailies—a 1.6 percent increase.

Publisher Bernard C. Stinner notes that half of the evening circulation of 25,000 was duplicate. There were no layoffs because "we ran tight on people" before the merger, he says.

More recent mergers. For newspapers that have merged more recently, the verdict is still out, but publishers say the evidence to date suggests the moves have merit. Here are some examples:

- The Springfield (Ohio) Daily News was merged with its morning sister last May, resulting in the Springfield News-Sun. Under "our version of an all-day paper," says Publisher Dennis Shere, subscribers can still get afternoon home delivery if they prefer.

"I can't say we gave our readers a ton of additional material, but we're doing a better job," he says.

Shere says that the combined Cox Enterprises-owned paper is more aggressive in its business coverage and that the editorial page is less partisan. Saturday sports coverage is up.

While there were no layoffs when the merger occurred, the news staff is now down about five positions.

- The evening Sarasota (Fla.) Journal was closed in July, survived by the Sarasota Herald-Tribune, which was recently acquired by The New York Times Co. "We didn't make any claims to increasing the newshole," says Editorial Director Waldo Proffitt Jr. "We took on a few features from the Journal."

Newspapers in Florida experience big swings in circulation with the seasons, he notes, and circulation is currently up.

- Another Florida paper was lost a month later when Media General closed The Tampa Times, leaving The Tampa Tribune as the city's lone daily. Publisher R.F. Pittman says that most of the increase in the Tribune's newshole came in local news.
- Also last August, the Duluth (Minn.) Herald was combined with the morning paper to become the News-Tribune & Herald. Readers received four additional pages of editorial content, says Publisher John McMillion. "It boils down to three pages of news and one page of comics," he says.
- Also in the Midwest, the Des Moines (Iowa) Tribune was closed last September. The surviving paper is The Des Moines Register. The increase in its newshole was primarily in local news because the Tribune had covered it heavily, according to Editor James P. Gannon. The news staff is now 175 compared with 235 on the two newspapers.

Eight weeks after the merger, more than 90 percent of the Tribune-only subscribers had converted to the new Register.

- Most recently, The Spartanburg (S.C.) Journal was merged in October with the morning Herald into the Spartanburg Herald-Journal. Publisher Hubert Hendrix says the newshole was not significantly increased. "We took some of the better features, more entertainment, comics and beefed up the TV listing," he says.

"We are producing a better product by devoting all of our resources to one paper," he says. "Advertisers reacted favorably and we've had no revolt from our readers. There was no adverse effect from the change."

In all, there were nine mergers of this sort in 1982. There will be three more this month—one in Lexington, Ky. [presstime, Dec. 1982, p. 44] and two that are reported on p. 48. □

Effects of merging a.m. and p.m. daily newspapers

City	Increased newshole	Increased ad rates	Linage grew	Approximate circulation of merged paper vs. separate dailies	Employees laid off*
New Orleans (6-2-80)	Yes; 41%	No; decreased rates for covering market; held morning milline rates	Yes	280,000 vs. 315,000	None
Allentown, Pa. (6-27-80)	Yes; 12%	No	No	127,000 vs. 125,000	None
Salem, Ore. (7-1-80)	Yes; 15%	No	No	62,400 vs. 64,700	15 of 345
Monroe, La. (8-4-80)	Yes; 20%	No	No	46,000 vs. 50,000	13 of 221
Wichita, Kan. (10-1-80)	Yes; 36%	"Normal increase"	"Retail up slightly"	122,500 vs. 151,600	None
Springfield, Ohio (5-3-82)	Yes; 17%	No	No	41,500 vs. 45,000	None
Sarasota, Fla. (7-12-82)	No	No	Yes; 4%	83,400 vs. 85,600	45 of 640
Duluth, Minn. (8-2-82)	Yes; 32%	No	No	60,300 vs. 63,700	None
Tampa, Fla. (8-14-82)	Yes; 10-15%	No	Yes; "slightly"	191,400 vs. 203,000	85 of 1,100
Portland, Ore. (9-6-82)	Yes; 40%	No	No	305,000 vs. 335,000	None
Des Moines, Iowa (9-27-82)	Yes; 25%	No	Yes; "generally"	249,000 vs. 269,000	80 of 1,100
Spartanburg, S.C. (10-1-82)	No	No	No	53,400 vs. 54,000	None

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*Does not include reductions through attrition.

Filling gap between national, state associations

Regional groups aid in problem solving

By Elise Burroughs
presstime staff writer

"Americans of all ages, all conditions, and all dispositions, constantly form associations."

French author and statesman Alexis de Tocqueville made that observation more than a century ago, and it still applies to the newspaper business. Not only are there associations organized along departmental lines—editorial, advertising, circulation, etc.; not only are there national, state and local press groups; there are five regional ones.

They range in age from an infant 18-month-old to a venerable 97-year-old. They were born of fears about newsprint supplies or organized labor's power, and of the belief that publishers who have geography in common also face certain common problems.

And yet, as they have grown, two of the associations have spilled far beyond regional boundaries.

- The Southern Newspaper Publishers Association has 435 member newspapers from 14 Southern states and from nine states as far north as New York and as far west as Colorado. Members from the non-Southern states enjoy the same standing as those from the South, although they are classified as "extra-regionals."
- The Inland Daily Press Association has 525 members from 28 states—despite the name "Inland," papers from states on both the Atlantic and Pacific coasts are in it—plus Canada, Bermuda and Chile.

The other regional associations are:

- Allied Daily Newspapers, with 53 members in five Northwest states
- The New England Press Association, with 300 members from the six New England states.
- The New England Newspapers Association, with 91 members from the six New England states.

Despite the recession, all report steady or growing membership.

With the exception of the New England Press Association, which serves primarily weeklies, the regionals deal almost exclusively with the needs of daily newspapers.

Southern and Allied do not allow non-dailies to join. Inland and the New England Newspapers Association do, but few have joined—a handful at Inland and one at NENA.

The regionals in general fill a gap between state press associations, which involve themselves in matters of interest to all classifications of newspapers within a particular state, and national organizations such as ANPA, the National Newspaper Association and Suburban Newspapers of America, which look at issues from an industry-wide perspective.

The regionals, then, give daily newspaper publishers in a particular part of the country an opportunity to meet and to discuss mutual problems within the context of regionally shared economic, historical and societal characteristics.

And in seeking answers to specific problems at their newspapers, publishers use the regional association contacts they establish among their counterparts at similar-size newspapers. Talking to a publisher who already has dealt with a problem another publisher faces can save time and money.

"Without the help of others (in the Allied regional association), I don't know how we would have survived," says Robert Atwood, publisher of The Anchorage (Alaska) Times.

Regional associations also have the advantage of being able to move quickly to help their members deal with matters with a regional flavor.

When the marriage mail advertising phenomenon hit New England, for example, NENA responded quickly by sponsoring a half-day brainstorming session on the subject in Boston that drew more than 200 newspaper executives. The fee was $10 apiece.

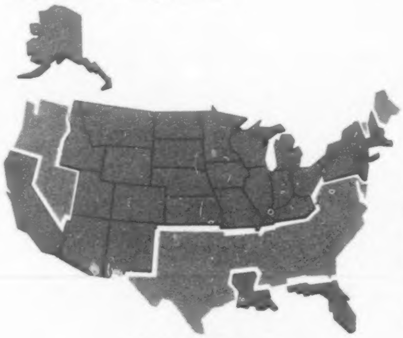
George W. Wilson, publisher of the Concord (N.H.) Monitor, is president of NENA as well as a director of ANPA. He points out that most newspapers could afford to send not only the top executive but several managers to the regional meeting. And for nearly all attendees, it was a one-day motoring trip. Such localized gatherings, he says, "can reach more deeply into the newspaper organization."

And as managers and department heads below the level of publisher mingle and get to know one another, they enlarge their own circles of resources and contacts. Because the newspaper business and the competitive climate change so quickly these days, such relationships are important in meeting new challenges, Wilson explains.

Challenges are something all five regional associations have plenty of. A closer look at the organizations discloses several other things they have in common as well as many unique characteristics.

Granddaddy Inland. The Inland Daily Press Association was founded in Chicago in 1885 by a group of Midwestern publishers who suspected newsprint suppliers of trying to set up a monopoly. The 15-19 executives—mainly from Illinois, Indiana and Wisconsin—set as their goal "mutual cooperation to secure news service, telegraph plates, miscellany, illustrations, advertising, supplements, correspondents and the purchase of material and supplies."

From that sober beginning, Inland always has been viewed as a "nuts and bolts" organization whose greatest interest was in helping members improve efficiency and save money. Many members say Inland's most worthwhile undertakings are its annual cost-and-revenue and wage-and-salary surveys.



Maps by Alberto Pacheco

Inland area

Dating from 1919, the cost-and-revenue study receives information from newspapers (both members and nonmembers may participate) and then analyzes the financial performances of the papers by various circulation groups.

In 1947, the association added the similarly conducted wage-and-salary survey.

More than 650 newspapers participated in one or both of the confidential surveys in 1981.

And in 1982, Inland began an employee benefits survey.

Over the years, the association has compiled what is probably the most comprehensive source of economic statistics on the North American newspaper business.

The closely held survey results usually are available only to participating newspapers. Last year, however, the association published an analysis of costs and revenue for an average 20,000-circulation newspaper from 1959-80. The study sold out its initial print order of 500 copies, and another edition is on the way, explains IDPA Executive Director William G. Boykin [presstime, Sept. 1982, p. 47].

It was the surveys and the detailed financial data they contained that exerted a pull on many newspapers outside Inland's basic Midwest region.

"Originally, we joined to get the cost-and-revenue study, which is clearly unique," says K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass., and an ANPA director.

Low says he was made to feel welcome and invited to serve on committees and as a director. Today, Low still is Inland's only member-publisher from Massachusetts, but he says he still finds the perspective of the associaton and its members useful to his operation in Quincy.

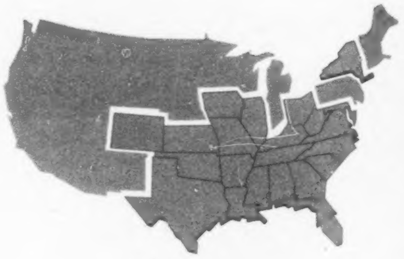
In addition to its surveys, Inland collects monthly data on advertising and publishes bulletins and reports on automotive, classified, legal, preprint and national linage carried by its members.

Inland also has a foundation with a budget of $42,000 that sponsors training seminars.

Although no one expects Inland to abandon its traditional interest in hard-nosed business practices, the organization may be expanding into some new areas. A recent membership survey indicated that while the economy is still the major concern of Inland publishers, there also is strong interest in freedom-of-information issues and a new willingness to lobby on legislative matters—even on the national level. Milton B. Chilcott, publisher of the Sheridan (Wyo.) Press and chairman of Inland's Government Affairs Committee, says the survey shows a complete turnaround from the attitude of Inland publishers several years ago.

Inland's headquarters remain in Chicago, where a staff of nine serves the 525 members and oversees an annual budget of $470,000. Dues are based on circulation and currently range from a minimum of $100 to a maximum of $1,765. The association holds its annual meeting in October.

Southern hospitality. In 1903, the Southern Newspaper Publishers Association was founded in Chattanooga, Tenn. At that time, newspapers were looking for mutual aid and assistance in dealing with labor demands, and the association provided information and guidance.



SNPA area

For much of its existence, Southern was viewed as primarily an association of major metropolitan publishers and focused heavily on labor relations. Its key executive clinic, which dealt mainly with labor matters, was the association's biggest drawing card, especially for newspapers from outside the South.

But SNPA always has had another reputation as well.

"I don't think there is any question that it's a social organization," says J. Stewart Bryan III, publisher of the Richmond (Va.) Times-Dispatch and The Richmond News Leader, who recently completed a term as SNPA president. "That's not necessarily a tarnishment. I think in general, people in the South have more fun than people in the North."

Bryan and other publishers say that social contacts are a key reason for the success of any regional association. Publishers who have relaxed together and entertained one another feel more comfortable about calling on each other for

Staff leaders of the regionals

William G. Boykin
Inland

Reed Sarratt
SNPA

Paul Conrad
Allied

William L. Patton
NEPA

Morley L. Piper
NENA

information and mutual aid.

"The feeling of camaraderie and trust has been built up over many years," Bryan says.

The areas that Southern publishers need help on have changed and expanded over those years too, and SNPA has moved periodically to address those changes. A 1967 consultant's survey led to two major innovations.

- In 1969, the SNPA Foundation was created to serve a broad range of members' training and employee relations needs. Currently, the foundation conducts 12 seminars per year.
- In 1974, the association moved its headquarters to Atlanta. Reed Sarratt, who had directed the foundation, became executive director of SNPA at that time. Sarratt says the move was made because Atlanta, as the "transportation hub" of the South, was a more convenient location for members and staff alike.

In addition to the consultant's recommendations, the association has made many other changes over the years. Its Labor Committee, for example, has been superseded by committees on personnel and labor relations and on business and administration. The workshops developed by those committees go beyond the association's traditional key executive seminar, which was discontinued two years ago.

Four years ago, publishers of newspapers under 25,000 circulation created a Smaller Newspapers Committee that supervises projects and workshops of interest to members of that size.

With SNPA focusing on the needs of smaller Southern publishers, interest appears to be waning among extra-regional members. Bryan says the association does not view that trend with alarm.

"We have never sought members outside our region," he says. "We welcome anybody who is a legitimate newspaper manager, but we're not running around trying to become all things to all people."

A second consultant's study in 1979 indicated the need to broaden even more the association's scope to cover new areas such as readership, marketing, competition from shoppers and weeklies, and First Amendment issues.

SNPA has begun to offer comments to government entities on press issues, in cooperation with ANPA and other national organizations.

Today, SNPA has a staff of 10 serving the 435 member newspapers and 74 associate members, mostly suppliers. SNPA's annual budget is $430,000. Dues are based on circulation and range from the minimum $100 to $6,000 annually. The association meets annually in October or November and sponsors a production conference in February.

Allied's dual purpose. Allied Daily Newspapers was founded by nonmetropolitan dailies in Washington state in 1935, primarily to gain more advertising linage for newspapers outside major metropolitan areas.

The association later began accepting metropolitan dailies and in 1970 expanded membership to papers of all sizes in the neighboring states of Oregon, Idaho, Montana and Alaska.

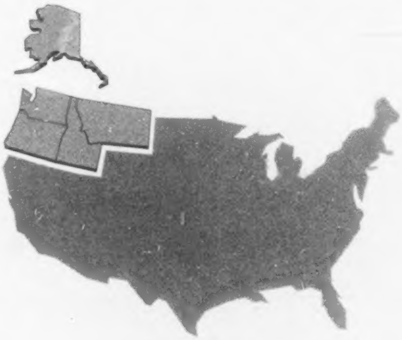
Today, it is something of a "hybrid" that represents Washington newspapers before that state's Legislature—but not before the legislatures of the other Northwestern states—while providing advice, information and training seminars for newspapers and state press associations throughout the region.

In addition, Allied tracks advertising linage from member newspapers.

But just as in the case of SNPA, publisher-to-publisher contacts appear to be the real strength of the organization.

Anchorage Publisher Atwood says that over the past decade, he consulted experienced publishers of Allied-member newspapers before making major changes at his newspaper. Invariably, he reports, the advice has been solid. "I'm very much aware of the value of our membership," Atwood says.

Currently, the association is pondering future directions. Among the possibilities, according to Executive Director Paul Conrad, are: more legislative activities at the national level, in cooperation with ANPA and other associations; creating electronic delivery of information—including bulletins—to members; and educating association staff members to be advisers and consultants on a wide range of new activities, including electronic publishing, cable leases and other telecommunications activities.



Allied area

Allied has five staff members at its headquarters in Tacoma, Wash. Its annual budget is $150,000. Its income is derived solely from its 53 members' dues, which range from $172-$13,000. Members meet each year in May and September.

NEPA: nondailies face change. New England Press Association, founded in 1930, is made up mainly of non-daily newspapers. A staff of six full-time and two part-time employees works at the association's headquarters at Northeastern University in Boston.

The university location stems from the fact that George Speers, who managed the association until his death in 1980, also served as a journalism professor at Northeastern. After his death, members decided to retain the office because of its convenient location and because of support services provided by the university.

Current manager William L. Patton Jr. says NEPA was formed to help New England's small state press associations pool their resources in efforts to upgrade the community newspaper business. Because the newspapers tend to be small and the region is fairly compact, it is more efficient to invite a speaker or set up a seminar on a regional rather than statewide basis, Patton explains.

Also, readers expect a higher level of professionalism and sophistication from their community publications these days, and publishers need help in responding.

"A publisher doesn't hire just any old person who comes along who can spell," Patton says. "The job demands a journalism graduate."

But publishers are finding that many journalism graduates are no longer willing to put in a lot of time learning the newspaper business on weeklies that offer low pay and virtually no benefits. Patton says one publisher recently acknowledged his own shortcomings as an employer but added, "I expect the kid to stay more than three months."

These and other changes in the world of non-dailies have created a pressing demand for information and training on virtually every aspect of the newspaper business, and NEPA is trying to fill the breach. In addition to a continuing review of "the basics," the association is focusing on programs to upgrade the economic knowledge of publishers. This includes detailed programs explaining the importance of financial, business and economic news to individual communities—and their newspapers.

Membership dues are based on advertising rates and range from $75 to $300 per year. In addition to its approximately 300 New England newspaper members, the association has affiliate members among professors and equipment suppliers and some associates from nearby New York newspapers, who face problems similar to those of their New England counterparts. NEPA holds an annual convention in January.

NENA: new kid on block. The other New England newspaper association was born in 1981 when two predecessor regional press associations merged. The former New England Daily Press Association had focused mainly on labor relations; the former New England Newspapers Advertising Bureau encouraged advertising in New England newspapers.

Concord's Wilson says the resultant NENA seeks to "address the entire spectrum of newspaper activities and concerns."

In its first year, NENA held 27 seminars on virtually every aspect of the newspaper business and sponsored three general membership meetings. Executive Director Morley Piper explains that NENA's current focus is on training for mid-level management from all departments.

"Perhaps most gratifying is the early success in reaching out to attract people from throughout the newspaper, from top management to maintenance supervisors, and from all circulation groupings and from all geographical areas," Wilson noted recently in a report to members.

In addition to its monthly bulletins, the association issues monthly advertising volume reports and periodic summaries of subscription rates. It also operates a labor consultation service, a placement service and support services for membership activities.

NEPA, NENA areas

NENA's office in Salem, Mass., houses the association's four staff members. Its annual budget is $275,000, not including costs for seminars, which are priced to cover expenses with registration fees. During its first year, NENA's seminars and meetings cost between $400,000 and $450,000. Members currently are investigating the possibility of setting up a foundation.

NENA's dues are based on a formula that includes both circulation and advertising rates. Dues for its 91 newspaper members range from $600-$9,000. The association also has 35 affiliate members from the ranks of equipment suppliers and one weekly member. It will accept members from outside the New England area, but none has joined so far.

The association has an annual meeting in February and membership meetings in May and October.

Quincy, Mass., Publisher Low, whose newspaper belongs to NENA as well as Inland, ANPA and the Massachusetts Newspaper Publishers Association, emphasizes NENA's value in "personnel development" and says that the new association is "significantly more valuable" than its predecessors.

"I have had people poke fun at us" because of The Patriot Ledger's multiple association memberships, he reports.

But he maintains that his newspaper gets good value from the memberships. "If we didn't think we got a payback, we'd drop out." ☐

Recent acquisitions

Park Newspapers Inc., Ithaca, N.Y., has acquired the Blytheville (Ark.) Courier News, daily circulation 11,500. ☐

INCFO studies move to Newspaper Center

The 1,200-member Institute of Newspaper Controllers and Finance Officers is considering moving its headquarters to The Newspaper Center in Reston, Va.

INCFO's Organization and Planning Committee cited numerous advantages of relocating at The Newspaper Center. "It would place us at the largest concentration of newspaper activity in the world. It would give us the opportunity to project a higher profile and stronger voice throughout the newspaper industry," the committee reported.

If the move is authorized, the committee recommended it be carried out by Jan. 1, 1984. Staff members—three initially—would be hired to perform some of the services currently handled by a New Jersey management firm.

A group of INCFO officers will meet Feb. 11-12 in Reston. INCFO President Jay A. Carlson, controller of Salt Lake City's Newspaper Agency Corp., said the officers have been empowered by INCFO directors to approve the move after that meeting if they find it to be feasible. ☐

USA Today cracks top-20 circulation list

In business for only three and a half months, USA Today has become the nation's 20th largest daily newspaper with paid circulation of 362,879, according to figures released by Gannett Co. Inc.

USA Today officials have projected circulation of 1,150,000 by the end of 1983 and of 2,350,000 within five years. Currently, the largest U.S. daily newspaper is The Wall Street Journal (circulation 1,925,722) [presstime, Nov. 1982, p. 46].

Gannett Chairman and President Allen H. Neuharth said at the firm's year-end executives' meeting Dec. 14 in Washington, D.C., that if "reader and advertiser acceptance nationwide continues at the present early pace, we are confident USA Today can become profitable sometime in 1985, after additional substantial investments in 1983 and 1984."

Nearly all of USA Today's sales have been on newsstands, but Gannett is beginning to test home delivery in some areas. ☐

News from Canada published in Florida

The Standard of St. Catharines, Ontario, has started publishing a weekly newspaper in Florida to keep Canadian winter residents and vacationers in the Sunshine State abreast of what's happening back home.

R. Craig Swayze, assistant managing editor of The Standard, said the weekly, Canada News, consists of selected stories from the daily newspaper. Slicks are produced in St. Catharines, flown by commercial airline to Tampa, and the newspaper is pasted up and printed at the weekly Seminole Beacon near Tampa.

Distribution so far has been in the Tampa-Clearwater-St. Petersburg area, where more than 10,000 copies of the first two editions were sold. The first edition was published Dec. 3.

Advertising for Canada News is sold both in Canada and Florida. □

Dow Jones Fund to focus on minorities

The Dow Jones Newspaper Fund will devote more than half of its budget this year to programs specifically for minorities.

Those programs include: a record 25 Urban Journalism Workshops for 445 minority high school students; an editing internship program targeted at minority college seniors who plan to attend graduate school; publication of a career and scholarship guide aimed at minority students; fellowship grants for 75 inexperienced high school newspaper advisors to attend summer courses and workshops.

Dow Jones & Co. Inc. provided the organization with a $250,000 grant to operate its 1983 programs. □

WSJ may get pagination

Dow Jones & Co. Inc. at press time was negotiating with Information International Inc. of Culver City, Calif., on the purchase of a pagination system for The Wall Street Journal.

Triple I's Newspaper Pagination System is the only system currently available with graphics and halftone capabilities.

News story was tipoff

St. Petersburg newspapers restrict home improvement ads

An investigative news story by two Florida reporters has led their newspaper company to tighten restrictions on home improvement firms advertising in the newspapers.

Beginning in March, the St. Petersburg Times and Evening Independent will require roofers, plumbers and electricians to produce the number of their state or county license before an ad is accepted.

The dailies began scrutinizing their home improvement advertisers after reporters Frank De Loache and Judy Hill wrote a news series called "Hazardous to Your Home." The reporters found that 25 percent of the home improvement firms offering services through Times classified ads last November did not have the proper licenses. If hired to perform the services they offered, those firms would be in violation of the law.

In another step aimed at protecting consumers, the newspapers will begin running a disclaimer in their classified ad sections that suggests readers check the validity of listed licenses with the appropriate local government agency.

Advertising Director Leo Kubiet said local authorities have promised to watch for unlicensed home improvement firms that may slip into the newspaper ad columns and to notify both the firm and the newspaper of possible licensing violations.

The newspaper announced the new policy in December, giving their advertisers time to comply before March. □

Press associations: changes in command

The **Southern Newspaper Publishers Association** at its annual convention Nov. 14-17 in Boca Raton, Fla., elected the following new officers:

- President—Rhea T. Eskew, Greenville (S.C.) News and Piedmont
- Chairman of the Board—J. Stewart Bryan III, Richmond (Va.) Times-Dispatch and News Leader
- President-elect—David J. Whichard II, Greenville (N.C.) Reflector
- Treasurer—Ruth S. Holmberg, Chattanooga (Tenn.) Times

The **Inland Daily Press Association** at its annual meeting Oct. 17-20 in Chicago elected the following new officers:

- President—James E. Burgess, Lee Enterprises Inc., Davenport, Iowa
- Chairman of the Board—John R. Nixon, The Peru (Ind.) Daily Tribune
- First Vice President—John M. Lavine, Chippewa Herald-Telegram, Chippewa Falls, Wis.
- Second Vice President—Paul McCue, the Journal-Star, Lincoln, Neb.
- Secretary—Scott C. Schurz, Herald-Telephone, Bloomington, Ind.
- Treasurer—Norman J. Christiansen, The Wichita (Kan.) Eagle-Beacon

The **Society of Professional Journalists, Sigma Delta Chi,** at its annual meeting Nov. 10-13 in Milwaukee elected the following new officers:

- President—Steven Dornfeld, Washington Bureau, Knight-Ridder Newspapers Inc.
- President-elect—Phil Record, Ft. Worth (Texas) Star-Telegram
- Secretary—Frank Sutherland, Hattiesburg (Miss.) American
- Treasurer—Robert Lewis—Washington Bureau, Newhouse Newspapers
- Vice President for Campus Chapter Affairs—Charles A. Fair, School of Mass Communication, Virginia Commonwealth University, Richmond

The **Newspaper Research Council** at its semi-annual meeting Oct. 24-27 in Kansas City, Mo., elected the following new officers:

- President—Jack Vernon, St. Petersburg (Fla.) Times and Evening Independent
- Vice President—Kristin McGrath, Minneapolis Star and Tribune
- Secretary—Michael Kleibrink, Houston Post
- Treasurer—Steve Seraita, Branham Inc., New York City □

Board of Directors sets stage for Association's '83 activities

The ANPA Board of Directors, at its Dec. 1-2 meeting in New York City, took a variety of actions on subjects including the voluntary Standard Advertising Unit system, government regulation of media content, new Association meeting sites and the ANPA budget and dues for 1983.

The Board:

- Approved a timetable under which the newspaper industry working committee will propose possible changes to and expansion of SAUs [presstime, Dec. 1982, p. 23].

The committee this month will present details of the plan under consideration to the International Newspaper Advertising and Marketing Executives Board of Directors. It also will continue to work with executives of tabloid newspapers to resolve special problems they might have with the plan.

Meanwhile, the committee will prepare a proposed survey for possible mailing later to publishers asking for concurrence with the SAU system and for suggestions on how to improve it.

Under the newly approved schedule, the committee may recommend a final program for consideration at the Board's April meeting in New York City. If the Board approves that plan, it is estimated the program could not be implemented fully before July 1984.

- Decided to study whether ANPA should adopt the position that all media—including broadcast—should have maximum freedom from content regulation. (See story, p. 16.)

Such a position has been recommended by ANPA's Special Task Force on Content Regulation of Electronic Media. It had received input from three ANPA committees.

The Directors will address the issue again at their meeting Jan. 31-Feb. 2 in Kamuela, Hawaii.

- Decided to hold the ANPA Convention in Honolulu in 1988 and in Chicago in 1989. It also decided to hold the Operations Management Conference and Exposition in Atlanta in 1988 and in New Orleans in 1989.
- Adopted an $8.4-million Association budget for 1983 that calls for no increase in the dues formula and no increase in most fees. (See **chairman's corner**, inside front cover.) ☐

Foundation Trustees keep focus on NIE

National sponsorship of the Newspaper in Education program will remain the major service of ANPA Foundation, the Foundation's Board of Trustees decided at its Dec. 2 meeting in New York City.

Concentration will be on coordination with the International Reading Association in cosponsorship of the first-ever National NIE Week Feb. 21-25 [presstime, Dec. 1982, p. 26].

The Minority Fellowship program will be expanded during its third year to provide training for 18 minority journalists and educators. In addition, the Foundation will contribute $2,000 to support the minority training programs of the Institute for Journalism Education at the University of California at Berkeley.

The Foundation will continue as an active member of the First Amendment Congress and will develop curriculum materials on freedom of the press for elementary school students to supplement the unit for high school students published in 1982. ☐

New members

THE WARRENTON BANNER

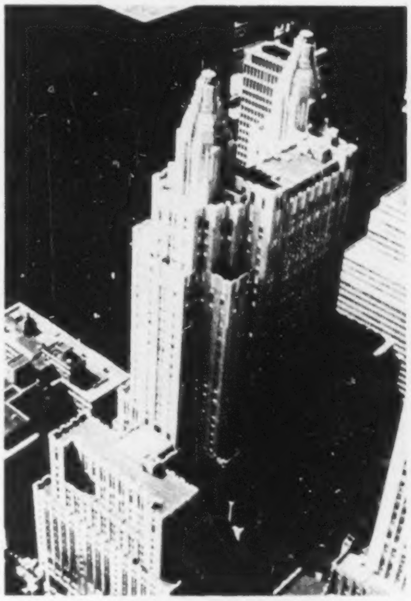
Warrenton, Mo. (circulation 1,611). Milt Whittenberger, publisher.

THE LAURINBURG EXCHANGE

Laurinburg, N.C. (circulation 7,891). James E. Milligan, publisher.

EXPRESS

Trinidad Express Newspapers Ltd., Port of Spain, Trinidad, publisher of the Express and Sun (combined circulation 83,900). Ken Gordon, managing director.



Waldorf-Astoria is site of April Convention.

Reagan expected to address ANPA

Registration information for ANPA's 97th Annual Convention is being mailed to member newspapers. The April 25-27 meeting will be held in New York City's Waldorf-Astoria Hotel.

President Reagan has been invited to address the gathering and is expected to attend, although the White House has not officially announced his schedule.

Other expected speakers include Secretary of State George P. Shultz, New York City Mayor Edward I. Koch and John Naisbitt, author of *Megatrends Affecting Our Future*.

Convention sessions are planned on preprint problems facing newspapers, the threat of direct mail and marriage mail, total-market-coverage vehicles, circulation sales, improving readership, competitive advertising sales strategies and national newspapers.

Speakers also will discuss human resources matters such as so-called quality circles, attitude surveys, personnel appraisal systems, sexual harassment, stress and development, and labor trends.

Entertainment at the annual dinner-dance will be provided by Peter Duchin and his orchestra. ☐

ANPA's new technical facility takes shape at The Newspaper Center in snowy Reston.

Erwin Jaffe to retire this year

Erwin Jaffe

Erwin Jaffe, 62, director of the Research Center at ANPA's Research Institute in Easton, Pa., will retire this summer but will remain available to the Association as a consultant, according to ANPA Executive Vice President Jerry W. Friedheim.

"Newspapers will continue to have Erwin's skills and wisdom available," Friedheim said, "even though he will be moving into early retirement and will consult from Easton when ANPA's technical research and training operations move next spring to The Newspaper Center in Reston, Va."

Jaffe, who joined ANPA in 1961 as chief physicist, has headed the Research Center since 1967. Much of the advanced newspaper technology now in use or being developed—offset printing, DiLitho® printing, portable VDTs, photosensitive polymer plates, advanced computer programs, satellite communications, substitute newsprint and non-petroleum-based inks—were developed or tested in the ANPA/RI laboratory during Jaffe's tenure.

Before joining ANPA, Jaffe was manager of technical services at Chrysler Corp.'s Missile Division in Detroit. He also has served as quality control director and instructor for various firms, technical foundations and universities.

Jaffe was elected president of the Technical Association of the Graphic Arts Industry organization in 1972-73. He was awarded the organization's Elmer G. Voight Award in 1974 for "exemplary service in the field of graphic arts education."

Jaffe has written four books: *The Science of Physics in Lithography, Color Separation Photography, Halftone Photography* and *Contact Printing*. ☐

ANPA: *serving the membership*

Public Affairs answers queries

The ANPA Public Affairs Department keeps abreast of developments in the newspaper business: It must know a lot about most things and something about everything.

Among its many functions, the Public Affairs staff helps member newspapers get questions answered or problems solved. If the matter falls within the operational area of a particular ANPA staff department, it will be referred to that department. If the matter is beyond the purview of ANPA, outside sources of information will be recommended.

The department also supplies copies of publications, research reports and other materials produced by ANPA, as well as the speeches listed in presstime.

In 1982, the Public Affairs staff responded to more than 2,000 letter inquiries and about 2,500 telephone inquiries from member newspapers, the working press, other press associations, private industry, journalism educators and others.

If you need information or help and don't know where to find it, check with the Public Affairs Department. ☐

This column reports on activities of individual ANPA departments.

Videotex overview explores potential

Videotex: The New Television-Telephone Information Services by Roger Woolfe offers the reader who is unfamiliar with videotex a broad overview of what it is about and where it is going.

The 170-page book describes basic principles—what videotex can do, components of the system and marketplace response; the background, progress and plans of Britain's Prestel; and similarities and differences in videotex development in other countries.

The book is available from Heyden & Son Inc., 247 South 41st St., Philadelphia, Pa. 19104. Cost is $29.95. ☐

Press-judiciary relationship probed

The public's knowledge of how court proceedings become news is "strikingly meager compared with our knowledge of the news-making process in other branches of government," according to *News Making in the Trial Courts*, by Robert E. Drechsel.

Drechsel explores how court reporting originated and developed, how it differs from covering other branches of government and how reporters and judicial sources perceive the role of the press.

The 162-page paperback book is available from Longman Inc., 1560 Broadway, New York, N.Y. 10036. Cost is $9.95. ☐

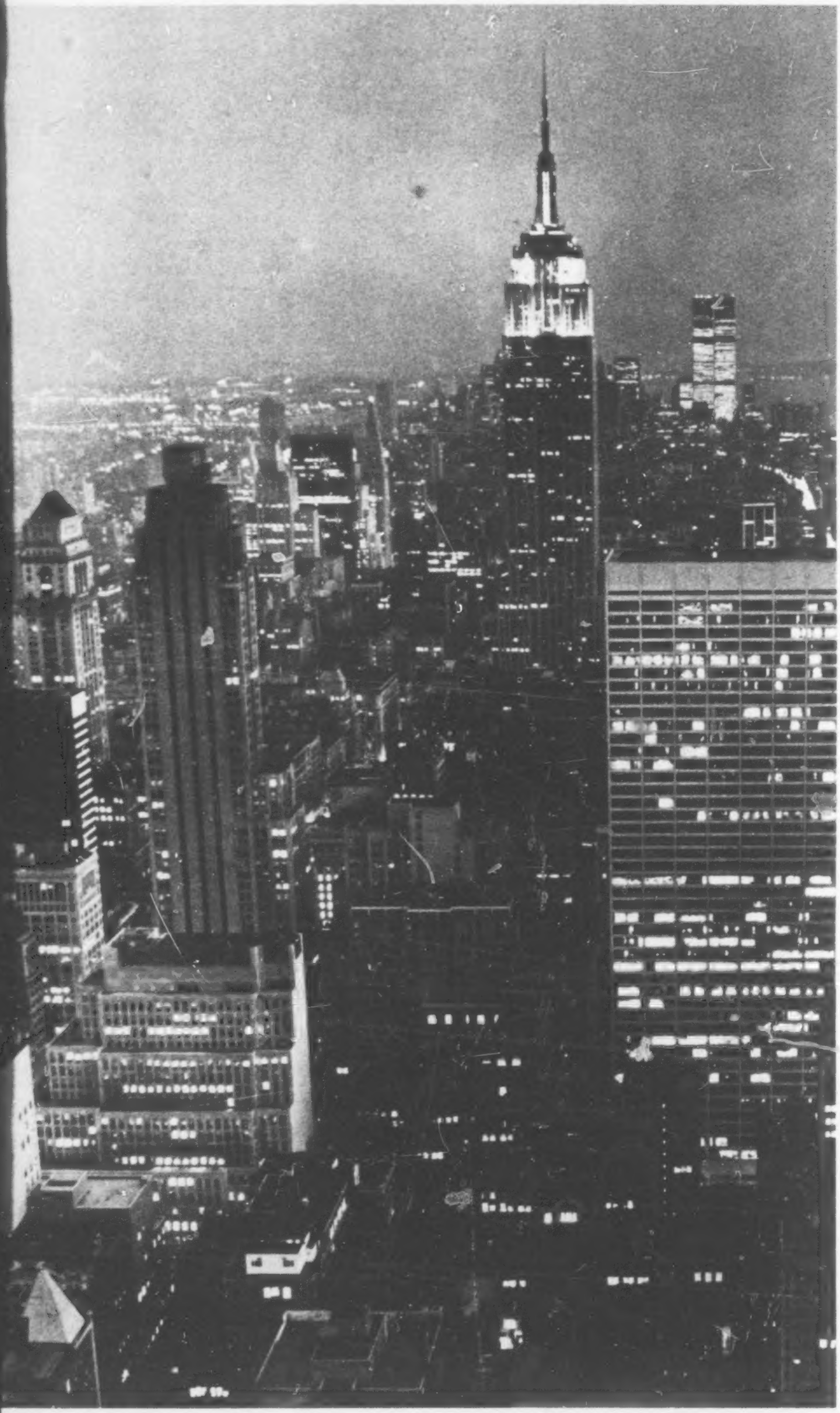
Identifying factors that spell success

"Success is not simply a matter of keeping one's nose to the grindstone, or a reward for years of unwavering loyalty," says Mitchell J. Posner in *Executive Essentials*.

In his 627-page guide, Posner identifies factors that bear on the effectiveness and success of an executive, and offers solutions to problems. Factors include time management; information management; attitudes, insights and key personal skills; health; career paths; compensation; the office; and the field.

The paperback is available from Avon Books, 959 Eighth Avenue, New York, N.Y. 10019. Cost is $8.95. ☐

97th Annual ANPA Convention



April 25-27
The Waldorf-Astoria
New York City

Convention Registration, Meal Function and Hotel Reservation Forms are being mailed. If you haven't received one by mid-January, call ANPA at (703) 620-9500.

The Convention Arrangements Committee is developing an exciting program that will feature headliners—President Reagan is expected to be among them—plus nuts-and-bolts newspaper talk, presentations on electronic publishing and telecommunications, and panel discussions on a number of other important topics.

Tours of New York City will be available.

Don't miss this annual highlight of the ANPA year

Make Your Reservations Now!

speeches

Sal De Vivo

W. E. Chilton III

David Simonson

Edward O. Fritts

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

- **The Fairness Doctrine is Unfair.** Arthur Ochs Sulzberger, ANPA director and publisher of The New York Times. Alexander Hamilton Awards Dinner, Columbia University, New York City, Nov. 17.
- **The Staying Power of the Modern Newspaper.** Tom Johnson, publisher and chief executive officer, Los Angeles Times. Cal-Western Circulation Managers Association annual conference, Los Angeles, Oct. 9.
- **An Editor Looks at Single Copy Sales; a Publisher Looks at Single Copy Sales.** Sal De Vivo, president and publisher, The Observer-Dispatch and Daily Press, Utica, N.Y. New York State Circulation Management Association Single Copy Sales Seminar, Rochester, Oct. 22.
- **Acceptance Speech for the Elijah Parish Lovejoy Award.** W. E. Chilton III, publisher, The Charleston (W.Va.) Gazette. Colby College, Waterville, Maine, Nov. 8.
- **Planning Sales to Get Through a Tough Economy.** David Simonson, president, Pioneer Press, Wilmette, Ill. Suburban Newspapers of America Advertising Conference, Louisville, Ky., Oct. 13.
- **Tylenol in Perspective.** James E. Burke, chairman, Johnson & Johnson. Associated Press Managing Editors Association annual convention, San Diego, Nov. 11.
- **Freedom and the First Amendment.** William S. Paley, chairman, CBS Inc. The Family of Man Awards Dinner, New York City, Nov. 16.
- **The Constraints Placed on Broadcasters by Content Regulations.** Edward O. Fritts, president, National Association of Broadcasters. University of Kansas, Grover Cobb Awards Ceremony, Nov. 12.
- **The Changing Regulatory Environment for Cable TV.** Thomas E. Wheeler, president, National Cable Television Association. George Washington University Center for Telecommunications Studies, Washington, D.C., Dec. 2.
- **Questions Relating to Information.** Charles M. Lichenstein, U.S. representative to the United Nations for special political affairs. United Nations Special Political Committee, New York City, Oct. 29.
- **The Current State of Our Postal Industry.** John Crutcher, commissioner, Postal Rate Commission. Association of Private Postal Systems convention, West Palm Beach, Fla., Sept. 11.

ANPA calendar

January

ANPA/RI Advanced Offset Press Operations Seminar
ANPA Research Institute, Easton, Pa., Jan. 10-14

ANPA Labor and Personnel Relations Conference
Boca Raton Hotel and Club, Boca Raton, Fla., Jan. 12-15

ANPA Operations Management Conference and Exposition Arrangements Committee meeting
ANPA Research Institute, Easton, Pa., Jan. 18

ANPA Research and Production Committee meeting
ANPA Research Institute, Easton, Pa., Jan. 18-19

ANPA Research and Development, Technical Services and Training, and Environmental committees meetings
ANPA Research Institute, Easton, Pa., Jan. 18-19

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Jan. 24-28

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., Jan. 24-28

ANPA Board of Directors meeting
Mauna Kea Beach Hotel, Kamuela, Hawaii, Jan. 31-Feb. 2

February

ANPA Management Development Workshop
Radisson Hotel, Chicago, Feb. 7-11

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Westward Look Resort, Tucson, Ariz., Feb. 9-10

ANPA Postal Committee meeting
Capital Hilton Hotel, Washington, D.C., Feb. 14-15

ANPA/RI Direct Screen Color Separation Seminar
ANPA Research Institute, Easton, Pa., Feb. 14-18

ANPA Foundation Conference for Professional Support of Journalism Education
American Press Institute, Reston, Va., Feb. 20-21

ANPA/RI Advanced Offset Press Operations Seminar
ANPA Research Institute, Easton, Pa., Feb. 28-March 4

March

ANPA Government Affairs Committee meeting
Mayflower Hotel, Washington, D.C., March 8-9

ANPA Telecommunications Committee meeting
Capital Hilton Hotel, Washington, D.C., March 9-11

ANPA Conference for Newspaper Men and Women
Don CeSar Hotel, St. Petersburg, Fla., March 13-16

ANPA Labor Relations Seminar
Drake Hotel, Chicago, March 20-23

ANPA/International Newspaper Promotion Association Newspaper Executives Marketing Seminar
Woodlands Inn., Houston, March 20-26

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., March 21-25

ANPA/RI Newspaper Safety and Health Symposium
Holiday Inn, Fisherman's Wharf, San Francisco, March 24-25

ANPA Foundation Newspaper in Education Conference
Holiday Inn-Capitol, Washington, D.C., March 30-April 1

Congressional Information
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presstime

The Journal of the American Newspaper Publishers Association

February 1983

2/3/83

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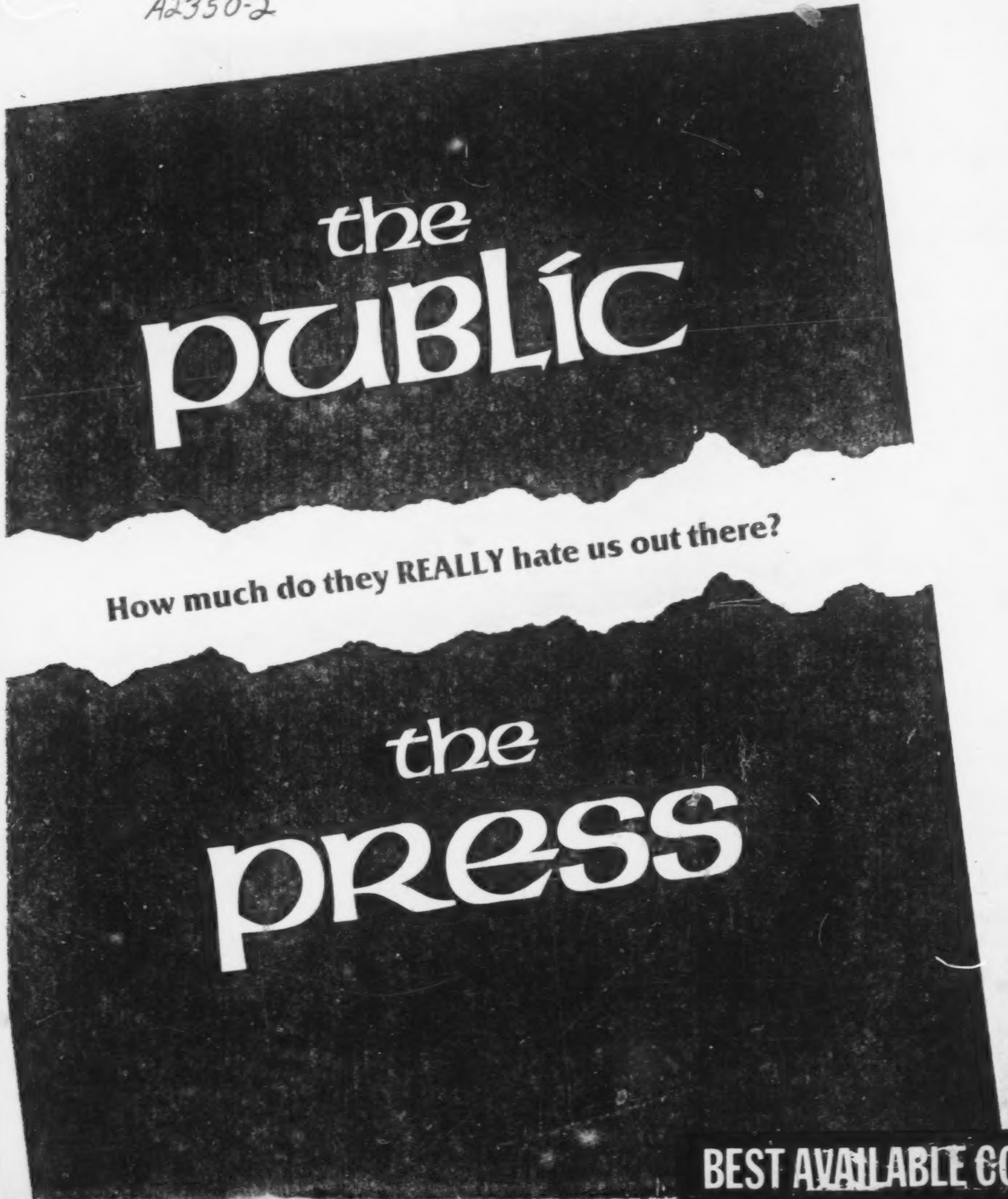
the public
the press

How much do they REALLY hate us out there?

BEST AVAILABLE COPY

chairman's corner

All newspapers have a stake in first-ever National NIE Week

On Feb. 21-25, National Newspaper in Education Week will be marked in 47 states and in Canada. Every newspaper person has a stake in this program sponsored by the International Reading Association and by ANPA Foundation.

William C. Marcil

NIE Week originated in Evansville, Ind., where the local school system, local reading experts and the newspaper decided to emphasize ways to use the newspaper to teach reading for one special week in 1979. Newspapers were used in all grade levels and subject areas during that week, using the theme "NBD" (No Books Day). Because it was such a success in Evansville, the concept spread to all of Indiana in 1981, with the state press association taking an extremely active part.

After the success in Indiana, the International Reading Association, with its 60,000 reading teachers, and our ANPA Foundation decided to work together to promote and offer this program nationally. In 1982, five states—Indiana, Illinois, Ohio, Michigan and Wisconsin—participated in a pilot, regional program. Based on many successes in these states, the program was deemed ready to expand nationally—with Canada also participating.

In preparation for the full, nationwide effort this month, co-chairmen were selected from both state reading councils and local newspapers to head up the statewide programs. Of the 50 states, 47 opted to participate with endorsements from the state reading councils.

The unique part of this program is the cooperative effort between a national educational association and newspapers for the use of our product in the classroom. The *educators* are the ones who are leading this effort—with our assistance in whatever way possible to make this week a success.

This form of cooperation has not been seen on a national level since the 1950s, when the National Council of Social Studies gave the name "Newspaper in the Classroom" to the concept of using newspapers to teach children to become better-informed citizens.

If your newspaper has not yet been active in this area this year, it might not be too late to get involved. You can also start making contacts for next year. Many national activities already are being planned for 1984.

Enthusiasm by educators and newspapers alike can only strengthen Newspaper in Education activities. And, as we all know very well, future readers—in a literate society—are essential to preservation of free countries served by a free press.

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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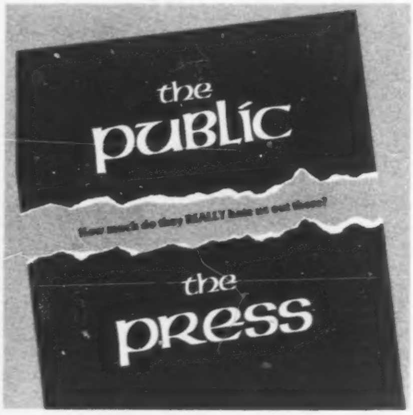
the public
How much do they REALLY hate us out there?
the press

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(Cover art by Alberto Pacheco)

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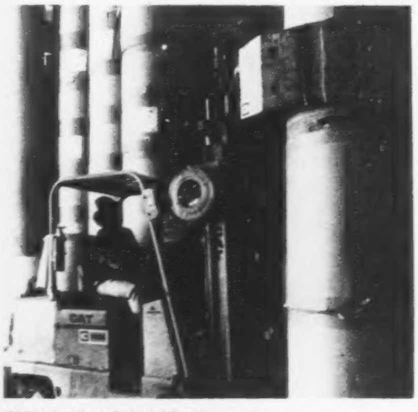

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Do they really hate us out there? Researcher Maxwell McCombs and an assistant scoured public opinion polls to try to find out. They have no firm answer but provide some perspectives on the public's perception of the press.

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Opinion surveys offer conflicting clues as to how public views press

By Maxwell E. McCombs and
Laura Washington

Newspapers sense an anti-press mood in the country, but how deep-seated is it? How much do they *really* hate us out there?

The only practical way to attempt to answer this question is to ask the "they"—readers and nonreaders of newspapers and magazines, viewers and nonviewers of television news, listeners and nonlisteners of radio news.

But a comprehensive look at the many polls that have attempted to gauge the public's perception of the press leads to but one firm conclusion: The answers are inconclusive. Depending on the question asked, the time of the sampling, the manner of interpreting and other variables, the press can come out near the bottom in public esteem, in the middle or, surprisingly, even near the top.

For example:

- The Harris Survey—the most quoted measurement on this subject—recorded a drop from 29 percent in 1966 to a low of 14 percent last year in the number of people with "a great deal of confidence" in the "people in charge of running" the press. The press ranked third from the bottom among the 11 national institutions included in the survey.
- That same Harris Survey, however, also measures—but doesn't report—those who have "some confidence" in various institutions. In 1982, for example, 61 percent of those polled said they had "only some confidence" in the press. When the 14 percent with "a great deal of confidence" is added, the press scores 75 percent on the confidence scale—down only four points from its combined 79 percent in 1966.
- A variety of polls have given newspapers poor grades for believability, accuracy and bias, but a high grade for fairness.
- A separate Harris poll in 1978, assessing public confidence in 20 industries, gave newspapers above-average marks.
- In two Gallup polls since 1975, journalists were accorded relatively high ratings for honesty and ethical standards.
- In a 1981 Los Angeles Times poll, the media ranked first—ahead of business, government and labor—in public esteem for honesty and integrity, and for doing the most "to promote the public good."

Taken together, the seemingly conflicting data support the notion that public attitudes toward the press are complex, and that quick and easy interpretations of that data are often misleading. An added complication is the shifting focus of attention among the various polls. For example, some ask the public's view of the press, others of the media, others of newspapers, journalism or TV news. Still others intersperse the terms.

A classic example of the complexity was the 1981 report of Canada's Royal Commission on Newspapers. It simultaneously found 78 percent of Canadians agreeing that "Newspapers tend to sensationalize the news" and 72 percent agreeing that "The daily newspaper helps make your community a better place to live."

Newspapers present many faces to the public—and there are many publics. The examination here of the scattered and fragmentary evidence on public opinion about the press takes into account the widely varying perspectives used to interpret these outcroppings of public feelings. This examination also notes the widely varying facets of press performance held up to public scrutiny.

While that effort at bringing some order into a complex portrayal does not dispel entirely a pessimistic view of the public mood, it does encourage a more sanguine view of where the press stands with the public. The public's perception of the press clearly is more positive than is widely believed.

Three perspectives. Three different perspectives commonly are invoked to "explain" the public's negative attitudes toward the press.

Some critics and researchers assert that the public's negative image of the press is part of a broader *lack of confidence in all major institutions* in our society, including government, business and labor. Any anti-press mood simply reflects the public's disenchantment with the press as one of the nation's major institutions.

Others, however, claim that a *"bad-news syndrome"* has created an anti-press mood. One example of this view is the assertion that the recent outbreak of libel suits with large awards against the press indicates that the public "blames the messenger" for bringing bad news.

McCombs (left) is director of the ANPA News Research Center and John Ben Snow professor of newspaper research at the S. I. Newhouse School of Public Communications, Syracuse University. Washington is a senior at Syracuse with a double major in political science and magazine journalism.

Third, some analysts, in particular journalists themselves, contend that an anti-press mood is the *reaction against editorial excesses* and other unethical journalistic practices.

This examination of the scientific evidence on public opinion toward the press explores both the extent of an anti-press mood and how well each of the proffered explanations accounts for public feeling.

Declining confidence. The first perspective cited as an explanation for anti-press attitudes points to the overall decline of public confidence in key societal institutions. This also is the position most often and consistently measured by polls.

The Harris Survey measuring public confidence in national institutions since 1966 has documented this decline in public regard for all our major institutions.

Thirteen times across two decades Harris has asked a cross-section of adults nationwide to rate their level of confidence in 11 institutions, including Congress, major companies and the press: "As far as people in charge of running (each institution) are concerned, would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in them?" (See chart, p. 6.)

Since 1966 the press has received one of the lowest confidence ratings of all the institutions measured. Last year its confidence rating sank to an all-time low of 14 percent expressing "a great deal of confidence."

The press was near the bottom of the list, just above Congress (13 percent) and organized labor (8 percent). Medicine, the military and colleges ranked at the top with ratings of 32 percent, 31 percent and 30 percent, respectively. All these ratings signify the public's apparent lack of confidence in the leadership of the nation's major institutions.

While this interpretation of the low confidence rating of the press is indeed accurate, it is not complete. It fails to offer a comparative framework. Public confidence in the press also must be compared across the 16-year span with the ratings of other institutions.

A comparison of the confidence rating for the press in 1966 (29 percent) with its rating in 1982 (14 percent) yields a change score of -15 percentage points. In contrast, the change scores for nearly all the other institutions are considerably greater. For example, medicine dropped 41 points, major companies 37 points, colleges 31 points and Congress 29 points.

Regardless of the interpretation of the Harris numbers, any anti-press mood readily can be characterized as part of a broader lack of confidence in all institutions rather than an isolated instance of public criticism of only the press.

Confidence ratings are not available for the White House and television news for the entire 16-year span.

But for the other eight institutions, excluding the press, the median change from 1966 to 1982 was 30 points. (See graph, p. 7.) In fact, in terms of percentage points, the press has experienced the least decline in confidence among the institutions measured.

Also clouding the interpretation of the Harris Survey is the inherent subjectivity involved in the terms themselves. What, for example, is "a great deal" of confidence, 75 percent? 100 percent? What is "only some" confidence, 40 percent? 60 percent? What is "hardly any" confidence, 1 percent? 25 percent?

When the "great deal" and the "only some" confidence ratings for the press are added together for 1982, the resulting 75 percent is only nine points below the combined figure for the leading entry, major educational institutions. The press's combined figure ranges from a low of 69 in 1972 to a high of 81 in 1979. For the past three years it has been a steady 77 (1980), 75 (1981) and 75. Nevertheless, the press's combined figure last year still placed it ninth out of 11 institutions rated.

But these combined scores again show that the public's confidence in the press is far more stable than its regard for most of the other institutions assessed in the Harris polls. When the "great deal" and the "only some" confidence ratings are summed, the decline for the press is only 4 percentage points from 1966 to 1982. Only the U.S. Supreme Court shows less change across the 16 years.

Regardless of the interpretation of the Harris numbers, any anti-press mood readily can be characterized as part of a broader lack of confidence in all institutions rather than an isolated instance of public criticism of only the press.

It is also interesting to note that the great-deal-of-confidence change score available for television news, -17 points (comparing the 1973 and 1982 confidence ratings), is almost identical to that of the press. TV news' 1982 confidence rating, 24 percent, suggests that it also encounters credibility problems.

Other comparisons. The findings of other surveys which seek to compare the press to other institutions on honesty and ethical standards also offer support to the view that while people do question the credibility of the press, their declining lack of confidence in other institutions is greater.

A 1976 Gallup Poll of 1,524 adults in which respondents rated the honesty and ethical standards of people in a variety of fields found journalists ranked fourth among 11 professional categories. Thirty-three percent rated journalists as "very high" or "high," below medical doctors' 55 percent, engineers' 48 percent and college teachers 44 percent.

A 1981 Gallup Poll of 760 telephone respondents yielded similar findings: 38 percent of those surveyed rated journalists high on honesty and ethical standards, while 44 percent gave them an average rating.

Likewise, a 1981 Los Angeles Times poll of 1,170 adults nationwide indicated that the public gives high marks to journalists for their commitment to honesty. Although only 25 percent of the respondents said "journalism" in America is "essentially ethical," the "media" were most frequently selected as the institution with the highest standards of honesty and integrity—36 percent, compared with 17 percent for business, 16 percent for government and 12 percent for labor.

The media also came in first when respondents were asked to rank institutions in terms of which "has done the most to promote the public good." Thirty-six percent said the media, 17 percent business, 17 percent government and 16 percent labor.

The same survey asked respondents whether the media, business, government or labor "should have its power cut back for the good of the country." Only 12 percent favored a reduction in the media's power, compared to 14 percent who said business' power should be reduced, 35 percent who said government's power should be cut back and 21 percent who said labor's power should be cut.

The results of a 1978 Harris Survey which polled a national cross-section of 1,347 adults sums up the public's perception of newspapers compared to 19 other industries, including oil, drugs, health care, insurance, telephone, steel, liquor, banking and airlines. Newspapers scored 2 to 14 percentage points above average in such categories as quality of products and services, labor relations, and attending to customer complaints.

The confidence question

"As far as people in charge of running (each institution) are concerned, would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in them?"

	1966	1971[1]	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982
Medicine													
"great deal"	73	61	48	57	49	43	42	43	42	30	34	37	32
"only some"	22	--	36	31	38	41	45	44	43	45	50	49	49
"hardly any"	2	--	9	10	11	12	1	11	14	19	14	11	16
Education													
"great deal"	61	37	33	44	40	36	31	37	41	33	36	34	30
"only some"	32	--	47	37	44	43	48	46	40	48	49	52	54
"hardly any"	4	--	14	15	14	17	17	12	13	14	13	11	14
Television news													
"great deal"	--	--	--	41	32	35	28	28	35	37	29	24	24
"only some"	--	--	--	43	51	48	53	54	48	48	54	60	53
"hardly any"	--	--	--	14	16	16	15	16	16	13	16	15	22
Organized religion													
"great deal"	41	27	30	36	32	32	24	29	34	20	22	22	20
"only some"	32	--	39	35	40	39	42	41	38	44	43	46	48
"hardly any"	9	--	15	22	22	20	25	22	22	28	31	27	27
U.S. Supreme Court													
"great deal"	50	23	28	33	34	28	22	29	29	28	27	29	25
"only some"	30	--	43	40	45	44	48	47	41	52	52	54	54
"hardly any"	8	--	16	21	17	22	22	18	21	15	18	14	17
The military													
"great deal"	61	27	35	40	29	24	23	27	29	29	28	28	31
"only some"	28	--	42	35	44	45	50	48	44	46	52	53	51
"hardly any"	4	--	12	19	22	25	21	17	21	19	17	16	17
The press													
"great deal"	29	18	18	30	25	26	20	18	23	28	19	16	14
"only some"	50	--	51	45	49	53	51	55	53	53	58	59	61
"hardly any"	14	--	21	21	25	19	25	23	22	17	21	22	23
Major companies													
"great deal"	55	27	27	29	15	19	16	20	22	18	16	16	18
"only some"	35	--	44	44	49	50	55	52	56	50	53	60	59
"hardly any"	4	--	16	20	33	26	25	23	17	27	27	21	20
Organized labor													
"great deal"	22	14	15	20	18	14	10	14	15	10	14	12	8
"only some"	42	--	44	41	47	41	47	43	40	47	51	48	50
"hardly any"	17	--	24	32	30	37	35	36	38	39	32	36	40
White House													
"great deal"	--	--	--	18	18	--	--	31	14	15	18	28	20
"only some"	--	--	--	36	52	--	--	52	50	61	55	48	56
"hardly any"	--	--	--	41	27	--	--	12	31	19	25	22	23
Congress													
"great deal"	42	19	21	29	16	13	9	17	10	18	18	16	13
"only some"	45	--	51	49	61	52	52	54	47	57	59	61	65
"hardly any"	6	--	14	16	21	30	33	25	38	20	21	20	21

Source: The Harris Survey

[1] Data not available for "only some" or "hardly any" responses.

These empirical results from various studies and surveys documenting the public's perception of the press point to the inescapable conclusion that the public's opinion of the press is indeed complex. On the one hand, the results indicate that a strong majority of the public views the press in a critical light. At the same time, the findings show that compared to other major institutions in our society, the press stands well in the public's eyes.

Part of this seeming inconsistency is due to the nature of the polls themselves.

Variations in the wording of questions designed to measure public attitudes often can produce different results. The complexity of the term "press credibility" and its numerous synonyms also accounts for inconsistencies in the findings. As Professor Eugene F. Shaw of Temple University noted in a 1976 ANPA News Research Bulletin, "While media credibility has received much attention in the past few years, what people really mean by media credibility has remained obscure and uncertain."

In order to understand the public's attitude toward the press, then, one must examine some of the specific attributes that people refer to in rating the credibility of the press. Among these attributes explored in recent empirical research are:

- Believability
- Accuracy
- Fairness
- Bias.

Believability. A 1981 Gallup Poll found that only three out of 10 Americans said they believe *most* of what they hear and read in the news media, whereas a greater number—five out of 10—said they believe only *some* of the news.

Similar findings are reported by Yankelovich, Skelly and White. Only four out of 10 Americans said they "always or usually" believe newspapers. The study again shows, however, that newspapers have relatively strong believability compared to other institutions.

Comparisons of historical data to recent findings demonstrate the public's growing tendency to regard television news as more believable than newspaper news.

The Roper Organization has consistently asked respondents which medium—radio, television, magazines or newspapers—they would be most inclined to believe if they received conflicting reports of the same news story. Before 1961, newspapers were cited as the most believable, but since then, television has been regarded as increasingly more believable. Today, five out of 10 people say they are most inclined to believe television as compared with two out of 10 who put their trust in newspapers.

This is consistent with the 1981 Los Angeles Times poll in which 61 percent of those surveyed said television was the most reliable, with only 26 percent regarding newspapers as the most reliable.

Accuracy. Another component of credibility, accuracy, has a significant impact on newspaper readership. In a 1976-77 study for Ottaway Newspapers, reported in ANPA News Research Report No. 29, Robin Cobbey found that the perceived accuracy of newspapers influences how often people read them. And findings from a number of polls conducted over the years suggest that Americans' views toward newspaper accuracy are becoming more negative.

In 1939, 68.4 percent of those surveyed in a Roper poll said they felt that newspaper stories are almost always or usually accurate as to their facts.

In 1958, the Gallup Organization asked Americans what their own experience has been with newspaper reports of things they know about personally. Again, a large majority, 70 percent, said newspapers were accurate in their treatment of the news.

However, when the same question was asked of Americans in late 1979, perceived accuracy of newspapers dropped sharply: Only half (47 percent) said their newspaper had the facts straight, and one in three (34 percent) said the facts were inaccurate.

The Los Angeles Times poll offers more evidence that the perceived accuracy of newspapers is declining. When asked to select words that best describe newspapers—the choices were "fair," "powerful," "accurate," "arrogant," "superficial," "informative" and "sensational"—only 14 percent picked "accurate." Most people chose "informative" (38 percent) or "fair" (35 percent). Similar to Gallup's 1979 results, the Los Angeles Times found that almost one-third of Americans said the media are usually inaccurate in reporting news they know about personally.

Fairness. Although Americans have a poor opinion about the accuracy of newspapers, their attitudes toward the fairness of newspapers are far more favorable.

In the Los Angeles Times poll, about seven out of 10 people said the media are usually fair in reporting news they know about personally.

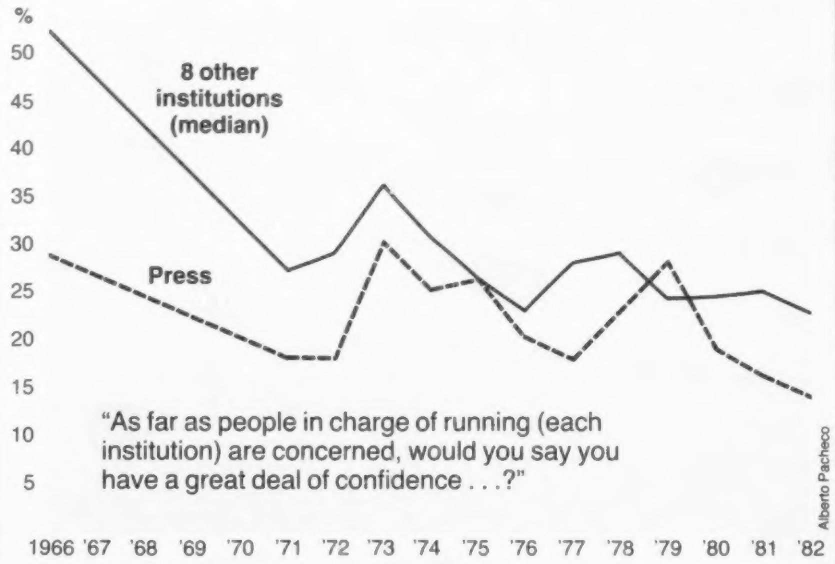
The public's opinion of the press as fair is not new. Over the years, it has consistently scored high marks on this attribute. For example, a Roper poll for Fortune magazine in 1937 found that almost seven out of 10 interviewees said they regarded the press as fair.

The public also views that fairness as an essential component of freedom of expression. Public Agenda Foundation researchers John Immerwahr, John Doble and Jean Johnson concluded in the 1980 report that the public's definition of freedom of expression is based on a strong commitment to a principle of fairness. That is, people believe that the presentation of diverse viewpoints, including minority points of view, maximize free speech. They therefore want and expect the media to provide balanced treatment of controversial issues and political opponents. As a result, the public supports "fairness-enhancing" laws that would require the media to present alternative viewpoints, thus enhancing freedom of expression as defined by the public, the foundation report stated.

But Leo Bogart, executive vice president of the Newspaper Advertising Bureau, questions the foundation's ability to measure precisely public attitudes on freedom of expression. He argues that the issue is complex and that "asking a question and recording the answers does not in itself give us an understanding of public opinion." In short, fragmentary empirical results may simply reflect "instant public opinion" rather than well-thought-out views or deep-seated beliefs.

The results of a 1980 Gallup Poll give credence to Bogart's criticism. Gallup found that about three-quarters of the American public were unable to respond when asked if they knew what the First Amendment to the Constitution is or with what it deals. In addition, six in 10 Ameri-

Confidence in national institutions



Source: The Harris Survey
The other eight institutions are medicine, the military, colleges and universities, the U.S. Supreme Court, Congress, organized religion, major companies, and organized labor.

cans with a college background expressed a "lack of awareness" of the meaning of the First Amendment.

Bias. The press long has received poor ratings on bias, another attribute of credibility.

Polls conducted by Gallup and Roper in the late 1930s found that many Americans believed newspapers slanted the news in favor of big advertisers, friends of the publisher and friendly politicans.

When asked by Gallup pollsters if they thought newspapers left out stories unfavorable to companies advertising in the paper, five out of 10 respondents agreed. Roper found that a similar ratio believed newspapers "soft-pedaled" news unfavorable to friendly politicians and friends of the publisher.

In the 1970s, Yankelovich, Skelly and White found that a strong majority of the public still feels that newspapers report biased news. Seventy-two percent of the public said that it is definitely true or probably true that television and newspapers slant the news and distort events.

But the definition of bias seemingly has changed since the 1930s. Seven out of 10 people indicate that they define bias as "putting too much emphasis on bad news and not the good" rather than showing favoritism to certain groups. This finding adds some support to the "bad news syndrome" as an explanation for an anti-press mood.

"Bad news." Indeed, the second perspective cited as an explanation for the public's anti-press attitudes is this "bad news syndrome." Numerous public opinion polls indicate that Americans' most common complaint about the press is its continual reporting of bad news.

Such findings imply that the public seeks to avoid troublesome news and believes that if the press played down the bad news and reported more good news, life would be better. In short, according to this view, the public holds the press responsible for the pervasiveness of bad news, and its recourse is to "blame the messenger" who brings it.

However, the public's reaction is the result of a more complex criticism than the mere complaint that the press reports too many unpleasant facts and events, according to a 1980 report by the Public Agenda Foundation. Its findings suggest that Americans use "bad news" as a catch-all term. When the public criticizes press coverage of bad news, it not only refers to the constant reporting of disturbing news, but also often refers to the presence of sensationalism, hype and questionable news judgment, and the lack of feature stories, local news and "soft news."

> ***Fragmentary empirical results may simply reflect "instant public opinion" rather than well-thought-out views or deep-seated beliefs.***
>
> **Leo Bogart**
> **Newspaper Advertising Bureau**

One example cited of the public's readiness to "blame the messenger" responsible for bringing bad news is the recent rash of libel suits that have resulted in large verdicts against the press. The Libel Defense Resource Center found in a study of 47 libel cases that reached juries in 1980-82 that the press lost 42 of them. In more than half those cases, awards exceeded $100,000; several were in the million-dollar-plus category.

These large awards against the press suggest that the public regards journalists as doing an unacceptable job in reporting the news.

Washington press lawyer Bruce Sanford, general counsel of the Society of Professional Journalists, Sigma Delta Chi, sees additional significance in these jury actions. "Punishing awards may be the public's way of saying that there are not satisfactory vehicles in the country for registering displeasure with the news media," he said in a recent interview.

However, any linkage between public perceptions of too much bad news, ascribing the blame to the press itself, and such punitive responses as large libel awards remains more a matter of conjecture and interpretation than of firm evidence.

Journalistic practice. A third major perspective advocated as an explanation for an anti-press mood centers on journalistic practices, particularly in investigative reporting. For example, the spring 1981 Janet Cooke case and subsequent highly publicized examples of the press's shortcomings certainly did not enhance credibility.

Although a Newsweek magazine poll found that 58 percent of the interviewees said they believed Cooke's fabricated Washington Post story about an 8-year-old heroin addict to be an isolated incident, 33 percent said they think reporters often make things up.

A 1981 Washington Post poll also concluded that four people in five credit the news media for exposing corruption of public officials "a great deal" or "a fair amount."

Still, many people express negative attitudes toward some of the tactics used in gathering information. A 1981 Gallup poll reported that eight of every 10 Americans approve of investigative reporting, but more than half of those surveyed disapproved of such techniques as having reporters not identify themselves as reporters, or paying informers for their information.

In contrast, respondents to the Los Angeles Times survey said they do not think the media should be less aggressive in their reporting. Most said the media should be more aggressive in their reporting on government and business leaders and at least as aggressive as now on labor and church leaders. The poll also concluded that 53 percent of the public thinks the media use their right to freedom of expression responsibly.

These findings seem to contradict other data which suggest that the public holds the press in low esteem, thus signifying the complexity of public attitudes toward the press.

The public. What do research organizations mean when they refer to "the public" in making generalizations from their data? It is obvious from the evidence already presented that the public's attitudes toward the media are certainly multidimensional.

In a study of public knowledge about and public attitudes toward the media, reported at the International Association for Mass Communications Research in Paris last September, University of Illinois researchers D. Charles Whitney and Steven B. Goldman also assert that the existence of several "attitude publics" accounts for the wide variation in the survey findings. These publics are defined by their demographic characteristics, with education playing the most significant role in determining an individual's attitude toward the press.

The Los Angeles Times reported in its 1981 survey that both education and age have major impact on an individual's perception of the media. The higher the education level of the respondent, the more likely he or she is to describe newspapers as "powerful" rather than "fair" or "accurate." Conversely, the younger the respondent, the more likely he or she is to describe the press as "fair" and "accurate."

Education, as well as income, also affects an individual's reliance upon newspapers for information. Most people claim that television rather than newspapers is their primary source of information for political, economic and sports news. The more educated the respondent, however, the more likely he or she is to cite newspapers as the primary source of such news. The same relationship exists for individuals with higher incomes.

These demographic differences reinforce the point that there are many different publics viewing the press's performance, making the accurate measurement of the "public's" perception a difficult endeavor indeed.

Press responses. Newspapers, at least some of them, have responded in a variety of ways to improve their performance in reaction to their public image. But steps such as appointing ombudsmen to handle reader complaints and critique in-house news standards; printing daily correction boxes, guest editorials, editor/publisher columns and "action lines;" and other innovations may not be enough.

One who has measured the public's perception of the press, Pollster George Gallup, suggests two general approaches. He urges journalists to renew their sense of professionalism, which is essential to a responsible press, and he stresses the importance of educating the public to increase its awareness of its basic freedoms.

Such efforts also should be coupled with more systematic monitoring of the public mood. The assessment here had to construct a picture of public attitudes toward the press from fragments never planned as part of a larger mosaic. Our ability to collect public opinion data often outstrips our ability to integrate this information.

Isolated and fragmentary efforts at gauging public opinion often commit the fallacy of assuming uniform views toward a monolithic object. But there is great variation among newspapers, and segments of the public focus their criticism on many different attributes.

While it is technically feasible to measure many different attributes of daily newspaper performance, how many of these evaluations are more than "instant public opinion"?

Systematic monitoring of public opinion will indicate which facets actually influence behavior, ranging from canceled subscriptions to letters to the editor.

Systematic monitoring also will identify where a strong professional response by newspapers is needed to ameliorate any anti-press mood. □

The problem is tied to reporters' poor manners

By Charles Stafford

Hatred of the press exists. Publishers and editors are sure of that. The questions that have the nabobs nattering are the consequences, the causes, the remedies.

A small group of news executives and scholars gathered on a Florida beach in early December to discuss the notorious O'Neill premise that the press has become so adversarial it endangers the democratic process. The subject of the public's animosity surfaced as quickly as though it were a slab of balsa tossed into the nearby Gulf of Mexico. Some saw in it the spectre of regulation, while others viewed it as little more than a small pain that nevertheless requires treatment.

Charles Stafford

But on one point, they found consensus: Much of the poor image of the press derives from the bad manners of reporters, particularly those who perform in the eye of the television camera. (See **essay**, p. 27.) They came together again on how this problem must be handled. But their solution was right out of journalism's antiquity and of dubious value.

Michael J. O'Neill, former editor of the New York Daily News, was present at the Modern Media Institute seminar in St. Petersburg Beach, Fla., to defend the argument he made in his valedictory to the American Society of Newspaper Editors last May. In doing so, O'Neill said that government officials are not enchanted with the adversarial mind-set of a press abusive of its power and that "a lot of readers and viewers aren't very amused, either."

"There is enormous accumulated evidence out there that people don't like us," said James K. Batten, president of Knight-Ridder Newspapers Inc. "All the survey evidence I see and much of the anecdotal evidence I see points in the direction that if people have a chance to punish us . . . they are going to punish us."

"It is society that gave us the First Amendment," said Martin Linsky of the Harvard Institute of Politics. "It didn't come from God, it came from people, it came from judges. And what society gives, society can take away. I think that is the risk, and I think that is the issue."

Publisher James Hoge of the Chicago Sun-Times thought Linsky overstated the danger. While people might hate the press, he said, they understand its utility. Hoge sees in the recent tightening of libel laws a move by the public to rectify what it perceives as too loose an environment for the press.

"I submit that there is a great deal of difference between this kind of incremental adjustment . . . and a wholesale repeal of the First Amendment," Hoge said. The press has done a great deal of self-examination in the last 10 years, he said, and it has begun dealing with its problems.

Hodding Carter III, host of public tele-

Stafford, national correspondent in the St. Petersburg (Fla.) Times Washington Bureau, has won numerous journalism awards—including the 1980 Pulitzer Prize for National Reporting (with Bette Swenson Orsini)—in his 32-year career.

vision's "Inside Story," said fear of a gathering assault on the First Amendment was the phoniest reason he could think of to "sit and wring your hands." No threat exists now, he said, but it will come because the press is "an extraordinary monopolistic public utility" in a society that has regulated every other monopolistic public utility.

He disputed Hoge's contention that the press is becoming more responsive to public concerns. The press quit establishing news councils and adding omsbudsmen about the time it "quit worrying about Richard Nixon and Spiro Agnew," he said.

Carter called the power of the press a myth. "If you can tell me one major consequential act, including Watergate, in which the press fractured society, I will be tremendously surprised," he said. Rather than being in awe of press power, he said, public officials have a continuing sense "that the press daily flunks the test of accuracy and fairness. . . ."

O'Neill argued that newspapers must find ways to grant more access to groups who disagree with their editorial policies and news coverage. Michael Gartner, president of the Des Moines Register, told O'Neill he was proposing to allow "some guy to get up on the soapbox and use all of your facilities, to use your loudspeaker and your newsprint, to do something that you wouldn't do yourself with your own newspaper."

But in time the discussion turned to the behavior of reporters.

Modern Media Institute's Roy Peter Clark recalled that when Air Florida flight 90 crashed in Washington, people waiting at the Tampa airport for the passengers who never arrived said "the great horror of that evening was the way the press treated them, rather than the fact that they lost a loved one." One television reporter had himself filmed notifying a man at the gate that the plane had crashed. Another reporter followed a woman into a rest room to ask her how she felt about the tragedy.

Time correspondent B. J. Phillips said newspapers have started covering stories the way television covers them, and that "gets us to this entire adversarial thing." Because TV has 45 seconds to report a story, she said, the most efficacious way is to set up a confrontation.

"They are the originators of the glaring-ambush journalism, and we follow their techniques and, as an absolute consequence, we follow their ethical values which are shaped by the necessity to get it live, to get it on camera," Phillips said.

National reporters, TV or print, are the role models for young reporters, she added. "Watch a reporter under 30, who wants to be hairy chested, at work with your average schmuck of a deputy mayor somewhere, and you will see Mike Wallace 'writ' small and awkward but no less revolting."

Publisher Katherine Fanning of the Anchorage (Alaska) Daily News urged more responsiveness to the dignity of the individual. "It is a real concern to me," she said, "that we like to peek so much into people's private feelings, that often it goes way beyond any news value to just try to savor others' tragedies."

The group agreed that codes of ethics or written commandments are not the way to deal with reporting techniques that are insensitive or needlessly confrontational. They settled instead on good example.

As Eugene C. Patterson, editor of the St. Petersburg Times, explained, his staff members are taught proper values, not by anything said to them, but by example. When an editor tells a reporter how to handle an ethical question, or when an editor is reprimanded for permitting a reporter's poor judgment to get into print, the word spreads through the newsroom. Through this process, a set of values is formed.

"I think what Gene is talking about—that atmosphere of compassion and that atmosphere of concern for accuracy—is something that really can't be put on paper . . . ," said Anchorage Publisher Fanning. "It's a feeling that the newspaper has."

Certainly, example is the method newspapers have used to teach reporters their craft since Joseph Pulitzer was a cub. But an old reporter who began learning in the days of the pony wire and now finds himself groping for words at a computer terminal does wonder whether example, which is set over time, is an adequate teaching method for reporters who must function in a spontaneous, high-tech society.

How is today's young reporter more likely to acquire interviewing technique? From example that spreads through the newsroom or by watching "60 Minutes"?

If, as the news executives concluded, much of the blame for the public's dislike resides among reporters at the national level—the Washington swarm, the network groupies—how are these reporters to be influenced by wordless example in a newsroom five hundred or a thousand miles away?

In 1981, the last year for which complete figures are available, there were 3,776 newsmen from 688 newspapers, 135 TV and radio stations, and 275 periodicals accredited to Congress. Where did they come from? They weren't spawned beneath rocks on the banks of the Potomac. Presumably they learned their reporting techniques, their attitudes toward news sources, their values, in newsrooms throughout America—or failed to learn them there.

Most young reporters arrive in Washington with the ambition of making a name that will win them jobs on The New York Times or The Washington Post or anchor chairs in network studios in New York. Their role models are not the editors back home but the newsmen who have already arrived where they hope to go.

If editors wish to influence the behavior of their reporters, to help them develop methods of covering the news thoroughly without needlessly offending readers or sources, then some formal communications process is required. Osmosis is simply not enough. ☐

Press hits new guidelines on FOIA search fees

New guidelines on when federal agencies should waive Freedom of Information Act search-and-duplication fees have been greeted with criticism from some press organizations.

The guidelines, which replace more generous ones instituted by the Carter administration, were issued Jan. 7 by Assistant Attorney General Jonathan C. Rose. They are the Reagan administration's interpretation of the FOIA provision that says fees are to be waived or reduced when an agency determines that to do so is "in the public interest" because the information being furnished "can be considered as primarily benefiting the general public."

Jonathan C. Rose

Justice Department officials contended that the new three-page guidelines are little more than a clarification of the Carter administration's directives.

Daniel J. Metcalfe, co-director of the Justice Department's Office of Information and Privacy, said the Carter administration's 22-page memorandum included "a wide-ranging discussion of a number of criteria" including those in the new memorandum. But, he said, the new memorandum "contains a far more concise and workable decision-making framework."

Another Justice Department spokesman maintained "there is nothing restrictive on information" in the guidelines.

But the effect of the guidelines will be to restrict information, said Tonda F. Rush, director of the FOI Service Center, a joint project of the Society of Professional Journalists, Sigma Delta Chi and The Reporters Committee for Freedom of the Press. "If the fees are high and a writer who wants to disseminate the information can't pay the fee and can't get the fee waiver, then those guidelines act as a denial for that person," she said.

Rush said a 1980 study had determined that only 2 percent of all FOIA requesters ask for fee waivers. She said it was not possible to tell what percentage of these are journalists.

Although some newspapers, as a matter of principle, pay the FOIA fees without asking for a waiver, the Justice Department's Metcalfe said it is "not uncommon" for newspapers to seek the waiver.

The new guidelines do not change the FOIA fee structure, which differs from agency to agency. For example, document search fees at the Food and Drug Administration are $3 an hour. But at the Federal Communications Commission they can go as high as $26.33 an hour if nonclerical staff have to conduct the search. Duplication fees run about 9 cents a page.

SPJ,SDX President Steven R. Dornfeld said the new guidelines are "part of a continued effort to achieve administratively what the administration has not been able to achieve in Congress, which is to slow the release of information under the act."

Dornfeld, a reporter in the Washington bureau of Knight-Ridder Newspapers Inc., said he hopes Congress will hold hearings on the guidelines and on a policy he said had been adopted by several agencies requiring payment of FOIA fees prior to a search.

Specifically, the guidelines say that when deciding whether to waive or reduce fees, an agency must:

- Determine whether there is "a genuine public interest in the subject matter of the documents" for which the waiver is sought
- Examine the value to the public of the documents themselves
- Consider whether the documents are already publicly available
- Evaluate a requester's "identity and qualifications—e.g. expertise in the subject area and ability and intention to disseminate the information to the public"
- Assess what personal interest the requester has in the information and compare it with the public interest in it.

In the cover letter to the Carter memorandum of 1980, which these guidelines replace, then Attorney General Benjamin R. Civiletti said Congress intended that the discretion to waive fees should be exercised "generously in all cases where either the content of the records being released or the identity of the requester suggests that the public interest would be served by doing so. Examples of requesters who would ordinarily receive consideration . . . would be representatives of the news media or public interest organizations and historical researchers."

Jack Landau, executive director of the Reporters Committee, said the guidelines include "factors that are none of their (agencies') business." Robert Brinkmann, general counsel of the National Newspaper Association, said it appears the Justice Department is encouraging denial of fee waivers. Richard M. Schmidt Jr., general counsel of the American Society of Newspaper Editors, said a toughening of the agencies' stance on fee waivers would be "particularly harmful to freelance journalists and small media organizations."

ANPA's FOI Task Force is monitoring these developments and will make recommendations to the Board of Directors should the need or opportunity for legal action arise. ☐

Judge Greene approves decree on TV ad code

A consent decree requiring the National Association of Broadcasters to eliminate the commercial-time standards of its voluntary Television Code has been approved by U.S. District Court Judge Harold H. Greene.

The standards limited the number of products that could be advertised in a single commercial, the minutes and numbers of advertisements per hour of programming, and the number of consecutive ads per commercial break [presstime, Aug. 1982, p. 21].

NAB's executive committee Jan. 5 recommended to the NAB Board of Directors that the organization's Radio and Television Code Boards be dissolved. ☐

FTC commissioner sworn in

George W. Douglas was sworn in Dec. 27 as a member of the Federal Trade Commission. The Texas economist fills a Democratic slot on the five-member commission and brings it to full strength [presstime, Oct. 1982, p. 13]. ☐

JOA publishers may go after electronic publishing approval

A study group of publishers of joint-operating-agreement newspapers is considering whether to seek a change in the law to ensure that JOA papers may engage in electronic publishing.

The 1970 Newspaper Preservation Act defines newspapers it covers as publications "produced on newsprint paper." Hence, "we would be prohibited, apparently," from delivering information electronically, said Thurston Twigg-Smith, president and publisher of The Honolulu Advertiser and co-chairman of the study group.

Any proposed action would not be an effort to extend basic antitrust exemptions for JOA newspapers but rather to "bring ourselves in line with the rest of the industry," he explained.

Not all joint-agreement publishers think a change is in order. "Our position is that there is no amendment needed . . . for a joint-operating-agreement newspaper to enter into electronic publishing ventures," said James K. Batten, president of Knight-Ridder Newspapers Inc. "We really are convinced that it's unnecessary."

The Miami Herald, a Knight-Ridder newspaper, is part of a joint-operating agreement with The Miami News. The Herald has served as information provider for Knight-Ridder's Viewtron videotex project.

The Newspaper Preservation Act affords limited antitrust immunity to competing newspapers that have merged all operations except editorial in an effort to preserve an editorial voice in cases where one of the papers is failing [presstime, Jan. 1981, p. 14].

Forty-four newspapers in 22 cities were brought under the act when it was passed.

Since its enactment in 1970, six other newspapers in three cities—after demonstrating that one paper in each city was "failing"—received the U.S. attorney general's go-ahead to enter into a JOA, as provided by the act.

Not only is there a "gray area" in providing news electronically, but the question also extends to advertising gathered and used electronically by JOA newspapers.

John W. Gallivan, publisher of The Salt Lake Tribune and president of the Newspaper Agency Corp. that publishes the morning Tribune and the afternoon Deseret News in Salt Lake City, said one example might be the electronic dissemination of newspaper classified ads.

Members of the study group said they have not decided how—or even if—a change in the law would be sought. However, Honolulu's Twigg-Smith said if a change is sought there could be either a separate bill introduced in Congress to amend the act or the same end could be reached by a "rider" to another bill.

He said a group of 30 or 40 joint-agreement publishers met at the ANPA Convention in San Francisco last year to discuss the issue. A five-person study group was named. It probably will report back to the larger group at the next ANPA Convention April 25-27 in New York City, he said. ☐

Change to take effect in pension withdrawals

A provision of the Multiemployer Pension Plan Amendments Act of 1980 related to an employer's possible liability for "partial withdrawal" from a union pension fund becomes operative this year.

A multiemployer plan is a collectively bargained plan maintained by a union and supported by contributions from more than one employer [presstime, March 1982, p. 10]. A partial withdrawal occurs when an employer's contributory obligation declines by 70 percent over a three-year period. This is determined by the number of contribution "units," such as shifts or hours, on which the obligation is based.

The provisions in the act related to partial withdrawal apply to plan years that begin after April 29, 1982, according to an ANPA "Regulatory Alert" mailed in late January to newspaper executives concerned with such plans. It notes that for a calendar-year plan, the first year in which a partial withdrawal could occur would be 1983. ☐

Contract deliverers may be affected by new federal tax law

The Tax Equity and Fiscal Responsibility Act of 1982 contains provisions that may affect newspapers using independent contractors for delivery.

Although TEFRA does not require withholding of taxes on payments to independent contractors, it does expand information reporting requirements.

Section 312 of the act requires "direct sellers" to report to the Internal Revenue Service the name, address and taxpayer identification number of any buyer who purchases goods of $5,000 or more during a calendar year on a "buy-sell basis."

Another provision requires the filing of an information return by a "service-recipient" who pays an independent contractor $600 or more for services.

"Typically, newspaper arrangements with independent contractors involve little or no payments by the newspaper to the contractors," noted ANPA Legislative Counsel Douglas R. Watts. "However," he said, "the statutory definitions are general enough that IRS regulations, when promulgated, may be read to include some newspaper-independent contractor arrangements."

George H. Bradley, chief of the technical section of the Legislation and Regulations Division of the IRS, said the service's "implementation plan" does not include "a high priority" for Section 312. He noted there are "more important" provisions of the act and could not predict when implementing regulations will be published in the Federal Register.

ANPA will monitor proposed regulations to determine the scope of coverage, if any, of newspaper-independent contractor arrangements. ☐

Two court decisions issued on status of independent contract carriers.

See stories, p. 15.

Recent libel judgments stir Canada's press

By C. David Rambo
presstime staff writer

Unlike in the United States, libel decisions against the Canadian news media traditionally have been few and far between, with money damages rarely exceeding $15,000 or $20,000.

However, two recent cases in which losses turned out to be much higher have put Canadian journalists on alert.

In one, The Toronto Sun lost a $75,000 libel judgment over a story falsely accusing a federal cabinet minister, John Munro, of profiting from the government's takeover of a petrochemical firm.

The Sun, which admitted that its report was wrong, also was ordered to pay Munro's legal costs. The Sun appealed that portion of the judgment but was turned down.

In the second case, the Canadian Broadcasting Corp. lost a suit filed by British Columbia Deputy Attorney General Richard Vogel. The CBC had reported that Vogel on at least three occasions "fixed" cases to help friends. But when Vogel sued, the broadcasting company could not prove the report. It was ordered to pay $125,000 in damages plus $50,000 in interest.

British Columbia libel lawyer Barry T. Gibson says these cases are a result of "very, very aggravated circumstances" and probably do not reflect any trend toward big-money judgments that have become almost commonplace in the United States in the last few years.

But there appears to be a concurrent increase in the number of libel suits filed, or at least in the number of suits threatened.

"We are probably getting more lawsuits," says Cameron Smith, managing editor of The Globe and Mail of Toronto. Courts dismiss the vast majority of cases early in the legal maneuvering for lack of merit, however.

Kevin B. Peterson, managing editor of The Calgary (Alberta) Herald, says, "We are getting more people who tend to respond with a lawyer's notice or letter when they are unhappy where we used to get a phone call."

Editors say the media have not been chilled by a growing threat of being hauled into court. "I don't think it affects (the choice of) what's being published," Peterson says. Yet he and others say journalists are responding by exercising more caution in the preparation of material.

"It has had a spill-over effect, and I think that's good," says Jes Odam, investigative reporter of The Vancouver (British Columbia) Sun.

Their comments reflect the sentiments of many U.S. editors [presstime, Nov. 1980, p. 4]. But the ground rules are different in the two countries.

Canadian journalists are at a basic disadvantage in that Canada's libel law—essentially an adaptation of British libel law—affords no special media protection when the case involves public figures.

The U.S. Supreme Court held in the landmark 1964 case *New York Times v. Sullivan* that for public officials to win libel cases, they must show the media acted with "actual malice"—with "knowledge that it (the material published) was false or with reckless disregard of whether it was false or not."

"Simply because so and so's a politician makes no difference" under Canadian law, notes attorney Gibson. Public figures "are entitled to the same protections here as a housewife."

Even though all these forces are pushing libel to somewhat more prominence on the Canadian media scene, it still is not as worrisome as it has become in the United States.

Currently of more importance to Canadian journalists are questions relating to contempt of court, editors say. Here, again, the Canadian and U.S. ground rules differ.

Unlike the United States, Canada allows little pretrial coverage of criminal cases. "There are pretty sticky rules on what can be published," explains Gibson. In most cases, about all the media dare report is the charge against a defendant; all else must wait until after the trial.

The problem can be complicated when U.S. journalists are present in Canadian courtrooms. The extent of their liability under Canadian law is in debate. (See story, p. 15.)

Still, editors are keeping an eye out for early warning signs that a libel storm is in the making. "All of us know how something can slip through," says Smith of The Globe and Mail. ☐

New Mexican case back in District Court

The dispute over ownership of The New Mexican of Santa Fe has been tossed back to U.S. District Court there.

The 10th U.S. Circuit Court of Appeals took that action Dec. 9.

One side in the case, former owner Robert M. McKinney, has asked the full, eight-member appeals court to reconsider the appellate ruling, which was issued by a three-judge panel of the court voting 2-1. The other side, Gannett Co. Inc., will oppose that motion for *en banc* hearing, according to Gannett attorney John B. McCrory.

McKinney sold The New Mexican to Gannett in 1976. Under terms of the purchase, McKinney was to maintain certain controls over operation of the paper for 10 years. He sued Gannett in 1978 in District Court for alleged breach of that agreement.

District Court Judge Santiago Campos ruled in favor of McKinney. He said McKinney could elect to take back ownership of the newspaper, and McKinney chose to do so.

A two-phase trial resulted in the judge's laying groundwork for the return transaction. But both sides disputed the terms Campos worked out [presstime, Nov. 1981, p. 15].

They appealed to the 10th Circuit, which rejected their arguments.

The appeals court said it was remanding the case because the District Court did not enter a judgment specifying "final and conclusive" rescission remedies. Hence, the court said any appeals court ruling would be "hypothetical" and only "advisory in nature."

The court added that such an opinion could serve as an improper basis upon which McKinney could decide how to proceed with his case. ☐

Paper tells reporters to testify after judge rules for plaintiff

The president of the Daily News of Los Angeles said he had "no choice" but to order two of his reporters to reveal confidential sources and other information in a $60-million libel suit brought against the newspaper by former Iranian hostage Jerry Plotkin.

Plotkin sued over a report that he had been under investigation by Los Angeles and federal authorities for possible drug violations. Officials denied the report.

Daily News President J. [illegible] Schmidt said in a letter to one of the reporters, Arnold S. Friedman, that his order was the result of a need to "balance your right, which I strongly believe in and respect, against the result that could materially affect the health of our paper, and deny us the resources we need for future improvements."

"The balancing dilemma is almost unbelievable," Schmidt said.

Friedman, who wrote most of the story, said he would not answer the plaintiff's questions. The other reporter, Adam Dawson, said he would answer most of the questions except those requiring him to reveal confidential sources.

Schmidt told his reporters to give the information after Los Angeles Superior Court Judge Sara K. Radin Dec. 17 entered a "default judgment" in favor of Plotkin, thus barring the newspaper from arguing the merits of the suit and the confidentiality issue. Plotkin had requested such action after the reporters refused to answer his questions.

Schmidt said Daily News management believed, based on the advice of counsel, that the test of the confidentiality issue "could occur without any of the consequences we now face. We first learned otherwise on December 17, 1982," when the default judgment was issued.

The Daily News since has hired new lawyers in the case.

Radin's judgment did not include a figure for monetary damages which was to have been decided in a later proceeding.

The newspaper and the reporters asked Radin to reconsider her decision. A hearing on their motions is scheduled Feb. 11.

The Plotkin libel case is the first ever against The Daily News, said Editor Bruce Winters. The Daily News was established in 1911 as a free weekly shopper and for years was known as the "Green Sheet" because it was printed on green paper. The publication grew and had increased frequency of publication to four days a week when it was acquired in 1973 by Tribune Co. of Chicago. Tribune Co. completed its transformation into a paid, seven-day newspaper.

The company's order for the reporters to reveal their confidential sources caused a flurry of criticism. Company officials, citing the "very sensitive" legal issues in question, said they cannot comment on that criticism.

After the order, reporters Dawson and Friedman hired their own individual attorneys. Their legal fees will be paid by the Daily News. ☐

Ban on cameras in federal court upheld

The 11th U.S. Circuit Court of Appeals affirmed a lower federal court's decision to prohibit camera coverage of a bribery trial. By so doing, it upheld Federal Rules of Criminal Procedure that disallow photography in federal courtrooms.

The appeals court acknowledged in its Jan. 4 decision that the U.S. Supreme Court decided in *Chandler v. Florida* that cameras in state courts are not constitutionally prohibited [presstime, March 1981, p. 16]. But that decision "does not mean that television coverage is constitutionally mandated," the appeals court added.

It also said the Supreme Court's rulings upholding public access to criminal proceedings do not necessarily mean there is a right to televise, record and broadcast trials. "The right of access therein was the right to attend," the appeals court said.

The request for camera coverage of the bribery trial came from the defendant, U.S. District Court Judge Alcee L. Hastings [presstime, Jan. 1983, p. 15]. Hastings said he needed televised coverage to ensure a fair trial and to preserve his reputation.

The 11th Circuit appeal was filed by a group of broadcast companies and The Miami Herald. ANPA and others had filed a friend-of-the-court brief in support of electronic coverage. Attorneys were considering an appeal at press time. ☐

Survivors to carry on deceased's libel suit

A federal judge has ruled that under New Jersey law a libel plaintiff's family can carry on the libel case after the plaintiff's death.

Media attorneys see some potential dangers in a recent U.S. District Court decision that under New Jersey law a libel plaintiff's family can carry on the libel case after the plaintiff's death. But they also doubt if it marks the beginning of a trend.

District Court Judge H. Lee Sarokin in Newark, N.J., said the family of the late Kenneth N. MacDonald—who filed suit in 1981 and died in April 1982—has a "right to clear his name and seek compensation for its destruction."

MacDonald sued Life magazine for linking his resignation as vice chairman of the New Jersey Casino Control Commission to the federal government's Abscam investigation. MacDonald said he was innocent of any wrongdoing and that the February 1981 Life article defamed him.

Time Inc., publisher of Life, defends its story on MacDonald. It also said it will appeal Sarokin's decision.

Libel expert James Goodale of New York said the opinion "represents a disturbing trend of expanding the liability of media defendants across the country." Another authority, Floyd Abrams of New York, said the decision is "contrary to the theory of libel law," which partly is to "salve the wounded feelings of people who are alive." It is not to "remove the stigma from the family of a person."

The lawyers point out that laws of survivorship—that is, whether a suit may be carried on after a person dies—vary from state to state. Many states have specified that libel cases may not be carried on after the plaintiff's death. ☐

Court upholds contract carriers

The Kansas City (Mo.) Star Co. has asked the entire 8th U.S. Circuit Court of Appeals to hear its appeal of a decision against its plan to stop using independent contract carriers.

In a 2-1 decision, a panel of the eight-member appellate court upheld a previous order of the U.S. District Court, which had sided with 260 independent carriers charging the company with antitrust violations [presstime, March 1982, p. 16].

Jeffrey S. Hall, vice president for marketing and distribution, said if the request for an *en banc* hearing by the full appeals court is unsuccessful, his company will ask the U.S. Supreme Court to review the case.

ANPA filed a friend-of-the-court brief with the appeals court in support of the newspaper company. The Association said the Dec. 20 decision, if allowed to stand, would impose "severe, unwarranted restrictions" on newspapers.

The suit stems from a plan of the Star Co. to convert to an "agency" distribution system. The newspaper would sell newspapers directly to subscribers and would pay agency carriers to deliver them. Under the independent contract carrier system, the newspaper sells its newspapers to contractors who in turn both sell and deliver to readers.

The company, publisher of the morning Kansas City Times and evening Kansas City Star, said it wanted more control over distribution.

But the appeals-court panel said ceasing business with independent contract carriers would violate the Sherman Act. The "anticompetitive consequences of the Star's proposed refusal to deal will likely outweigh any competitive benefits," the majority opinion said. Terminating the contract carrier system, it added, "will eliminate the Star as a potential competitor in the retail market, will likely result in higher prices and poorer services to readers, and will not lead to a more efficient delivery system."

The court said the Star has the right to start delivery in competition with its contract carriers, and because of the Star's "presence on the edge of the market," the carriers "made their pricing and service decisions accordingly."

The District Court had ordered the Star Co. to pay more than $2.8 million in attorney fees and court costs relating to the case. However, the appeals court lowered that amount to about $1.5 million.

A previous case in which a newspaper wanted to terminate use of independent contract carriers resulted in victory for The Providence (R.I.) Journal Co. [presstime, Dec. 1981, p. 15]. ☐

Phoenix carriers lose suit

The Arizona Republic and The Phoenix Gazette prevailed in an antitrust lawsuit filed by three former independent contract carriers of the Republic. They had charged the newspaper with demanding that they sell the newspaper at a fixed rate.

U.S. District Court Judge Carl A. Muecke ruled Jan. 5 that the newspapers did not fix prices. Instead, they "routinely told new carriers that the prices (charged for newspapers) were 'suggested retail prices'" and that carriers "were free to charge whatever price they wanted," he held. ☐

Court briefs

The Queen's Bench, a low-level appeals court in New Brunswick, Jan. 17 upheld the conviction of a Bangor (Maine) Daily News reporter found guilty of **violating the Canadian Criminal Code** [presstime, Dec. 1982, p. 16].

But Judge William Hoyt dismissed a $200 fine against reporter Beurmond J. Banville and implemented a feature of Canadian law that will allow him to have no criminal record.

Daily News Assistant Publisher and Editor Richard J. Warren said the newspaper is considering an appeal to the New Brunswick Court of Appeals.

Banville, covering a criminal court trial in Canada last spring, filed a story on it which the newspaper ran despite the trial judge's order against publication until after the trial. Canadian media routinely follow such orders because of contempt-of-court rules.

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The Kentucky Supreme Court **reversed a $100,000 libel judgment** against The Lexington (Ky.) Herald-Leader Co., saying the plaintiff, a 1977 mayoral candidate in Lexington, had not shown the newspaper acted with actual malice.

The plaintiff, businessman Joseph C. Graves, who at the time was a state senator and had served as a city commissioner, said he would ask the court to reconsider its opinion. Graves sued the evening Leader over an article reporting he had understated his property holdings in papers filed during his tenure as a public official.

The newspaper subsequently admitted the story was wrong and printed a correction. Although the newspaper denied it acted with actual malice, which a public-official plaintiff must prove to win a libel case, a jury in 1981 disagreed and found for Graves.

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The business editor of the Charleston (W.Va.) Daily Mail has lost the latest round in her attempt to be freed from a **subpoena to testify** before the National Labor Relations Board over a case she covered involving the closing of a coal mine.

The NLRB said Dec. 23 that Johanna Maurice did not follow proper NLRB administrative procedure in the early stages of her appeal, and it refused to allow her to appeal the subpoena order to the full board.

The board noted that Maurice failed to show an overriding reason why she should not testify.

The case was remanded "for further appropriate action" to officials of NLRB Region 9, before whom Maurice refused to testify in mid-1981. Regional Director Emil C. Farkas said he would "make a motion to reopen the record and proceed" with Maurice's testimony.

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The Ohio Supreme Court upheld the reversal of a **gag order** prohibiting the Chillicothe Gazette from publishing names of jurors in a murder trial. It said the order violated *Nebraska Press Association v. Stuart*, in which the U.S. Supreme Court ruled in 1976 that the First Amendment does not permit a trial judge to impose a prior restraint on publication of news relative to a pending trial. ☐

15 newspaper companies secure LPTV permits

Fifteen newspaper-related companies have been awarded permits by the Federal Communications Commission to construct low-power television stations, according to a list compiled by the ANPA Telecommunications Affairs Department. The list contains permits granted through Dec. 15, 1982.

In a telephone survey by the department, most of the permit recipients said they are proceeding with plans to operate stations. One station is licensed and on the air.

But six others have not decided whether to go ahead.

A station must be operational within a year after the permit is awarded or the permit reverts to the FCC. Construction permits may be sold by one party to another, but not for more than the cost incurred in obtaining the permit.

The permit-granting process is the first step in establishing a low-power station. Securing the license to put the station on the air is fairly routine after the station is built [presstime, April 1982, p. 25].

Nationally, permit recipients that have decided not to build stations "probably range between 5 and 10 percent" of the total, according to Frank A. Camoro of the National Institute for Low-Power Television.

Camoro, general manager of the Norwalk, Conn.-based organization, believes the cost of putting a station on the air is the main reason for demurring. "A year and a half ago, everyone thought for $25,000 you could have a low-power television station," he says. "What has happened since is that the realities have settled in. Probably the cheapest you are going to get away with is $75,000 to $150,000."

By late January the FCC had issued 156 low-power licenses and 169 construction permits. There were 7,020 applications pending.

The ANPA survey shows the following status of newspaper or newspaper-related construction permit recipients; also listed are the appropriate newspaper properties of the newspaper-related recipients; and the permit locations:

Licensed station in operation

- Alexandria (Minn.) Newspapers Inc.; The Lake Region Echo (weekly, circulation 9,348) and The Lake Region Press (weekly, 9,407) of Alexandria; Alexandria

Proceeding with plans to build

- Montgomery Publications Inc.; Daily Union (evening, 9,174) of Junction City, Kan.; Junction City
- Kaercher Publications Inc.; Ortonville (Minn.) Independent (weekly, 3,915); Morris, Minn.
- Ogden Cable Corp., subsidiary of The Ogden Newspapers Inc.; The Fairmont (Minn.) Daily Sentinel (morning, 12,032) and The Journal (morning, 10,922) of New Ulm, Minn.; Fairmont and New Ulm
- Sowers Newspapers Inc.; Rolla (Mo.) Daily News (evening, 8,171); Rolla, Kirksville and Maryville, Mo.
- Alamogordo (N.M.) Daily News Inc. (evening, 9,983); Alamogordo
- Spectrum Press Inc.; Spectrum of St. George, Utah (evening, 10,810); St. George, Cedar City, Moab and Price, Utah
- Bell Press Inc.; The Ladysmith (Wis.) News (weekly, 6,123); Ladysmith
- Chronotype Publishing Co.; Rice Lake (Wis.) Chronotype (weekly, 8,745); Rice Lake

Undecided whether to proceed

- Lakes Publishing Co.; Becker County (Minn.) Record (weekly, 7,684) and Detroit Lakes (Minn.) Tribune (weekly, 7,692); Detroit Lakes
- Gannett Co. Inc.; St. Cloud (Minn.) Daily Times (evening, 30,000); Little Falls, Minn.
- North Star Publishing Co.; Daily Journal (evening, 5,337) of International Falls, Minn.; International Falls
- The Clinton (Okla.) Daily News Co. (evening, 5,394); Clinton
- Harte-Hanks LPTV; The Huntsville (Texas) Item (evening, 6,509); Huntsville
- Walls Newspapers; Port Lavaca (Texas) Wave (evening, 5,600); Port Lavaca.

For additional information, contact the Telecommunications Affairs Department at The Newspaper Center, Reston, Va. ☐

FCC proposes rules for microwave shift

The Federal Communications Commission has proposed rules for "reaccommodating" within the radio spectrum those microwave operators who may be displaced by direct broadcast satellites.

The FCC tentatively authorized the DBS service within the 12 gigahertz band that currently is set aside for use by microwave operators, including 11 newspapers.

The commission Jan. 13 said it has identified the 2, 6, 13 and 18 ghz bands as being available to displaced microwave operators. The microwave systems would be sharing the bands with several other services.

The rulemaking proceeding also will reexamine the way the FCC establishes spectrum policy. Thus, according to ANPA Director/Telecommunications Affairs Kathleen Criner, any newspaper that owns or leases microwave facilities could be affected. Criner said newspapers using microwaves in any band should contact her department.

The ANPA Telecommunications Committee has a task force looking into the implications for newspapers of the DBS service [presstime, Jan. 1983, p. 24]. Deadline for comments on the FCC's proposal is March 25.

ANPA, NAB survey interest in electronic publishing

ANPA and the Newspaper Advertising Bureau are conducting a joint survey of all U.S. and Canadian daily newspapers to gauge their interest and involvement in new electronic information technologies.

The two organizations distributed a one-page questionnaire in late January. Its questions deal with cable television, low-power television, teletext and videotex.

ANPA Director/Telecommunications Affairs Kathleen Criner described the questionnaire as a "first step" that may be followed by more detailed surveys. Among the initial data to be gathered are the names of newspaper personnel working with or monitoring the new technologies. ☐

Telecommunications notes

The Blade of Toledo, Ohio, Jan. 1 started a year-long **videotex experiment** in which information will be provided free to anyone with a compatible personal computer.

"It's more of a novelty than anything else, but it's allowing us to learn a great deal," explained Allan J. Block, coordinator of electronic technology planning.

The system, called Viewfax, uses Tandy equipment and features graphics. Block said quality is not as high as the British Prestel or Canadian Telidon systems but Viewfax is much less expensive.

Users can call up news briefs updated two to three times a day. They also have access to material from other information providers—for example, a bank that lists money market rates and similar data.

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Evidence continues to trickle in that **videotex may be successful** [presstime, Jan. 1983, p. 20]. French officials who recently concluded a nine-month study of 2,200 households near Paris said results "seem to suggest that there is a viable mass-market opportunity for a well-rounded videotex service. . . ."

The telephone-based test, called Teletel 3V, was conducted by the French Telecommunications Administration and did not address whether the service could be profitable. Results still are being analyzed, but some specific preliminary findings are that users called up an average of 3.6 "service providers" per session; that the calls averaged 14.5 minutes; and that 63 percent of the households used the system more than once a week.

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A fourth newspaper company has entered into an agreement to receive market data from the Knight-Ridder Newspapers Inc.-AT&T **Viewtron videotex project.** The Seattle Times Co. will receive information from the 1980-81 market test and from the commercial start-up of the Viewtron service scheduled this September in south Florida.

If the results of the service launch are positive, the companies said, they may form a joint venture to market Viewtron in Seattle. The Times is 49.5-percent owned by Knight-Ridder.

The agreement is similar to those previously announced with Affiliated Publications Inc., publisher of The Boston Globe; Capital Cities Communications Inc., publisher of the Kansas City (Mo.) Star and Times and the Fort Worth (Texas) Star-Telegram; and the A.S. Abell Publishing Co., publisher of the Baltimore Sunpapers.

Albert J. Gillen, senior vice president of Knight-Ridder and president of its subsidiary Viewdata Corp. of America, said he expects Viewtron will be in "at least 20 major American cities in the next 10 years" as a result of the "growing list of partnerships" with newspaper publishers.

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A weekly newspaper and a cable services firm have joined forces to offer a **news and advertising service over a low-power television station** in Cody, Wyo.

The Cody Enterprise is providing the content for "The News Channel," says Publisher Carl G. Bechtold. Telecrafter Corp. of Billings, Mont., is providing the technical expertise to operate the station, which is also carried on the local cable system.

According to Bechtold, the license for the station originally was awarded to Telecrafter but now is held jointly.

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The Federal Communications Commission said it will **review the plan under which AT&T will divest** 22 local operating companies [presstime, Sept. 1982, p. 10].

Among other things, the commission said it wants to ensure that divestiture will not harm the country's emergency and defense communications systems. The breakup is called for in an antitrust consent decree signed by U.S. District Court Judge Harold H. Greene.

Some observers warned that the FCC review may delay divestiture, scheduled for completion in January 1984.

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The FCC has received a report from its staff that argues against **national media ownership rules.**

The report, "Measurement of Concentration in Home Video Markets," was submitted by the Office of Plans and Policy in conjunction with the FCC's proposal to do away with its rule prohibiting national broadcast television networks from owning cable television systems [presstime, Sept. 1982, p. 13].

It concludes that while local media ownership rules may be needed to keep local markets reasonably competitive, rigid national ownership rules are inappropriate. ☐

Major ad agencies' 'reluctance' ends delivery of TV advertising via satellite

A two-year-old effort to distribute commercials to television stations via satellite has ended.

Blairsat Inc. stopped the distribution service at year-end. The service had suffered losses of about $7 million since its launch in October 1980, the company reported.

"The reluctance on the part of major advertising agencies to accept this system" led to its termination, said Blairsat President James W. O'Neill. "We don't really understand why they wouldn't accept a situation that would allow them to save their clients considerable amounts of money."

The satellite service was offered as an alternative to mail or courier delivery of videotaped commercials.

The demise of Blairsat is of interest to the newspaper business, which also has studied the feasibility of transmitting ads by satellite.

A 1981 study conducted for ANPA concluded that a satellite-delivery system for newspaper ads was not economically feasible.

But last November, a new company, Satellite Network Delivery Corp., said it is planning such a system [presstime, Dec. 1982, p. 14]. Its president, John T. Bray, is a former president of Blairsat.

Blairsat's O'Neill said his advice to newspapers would be to continue to study satellite delivery. "I don't think there is any question but that somewhere down the line there will be much greater utilization of satellite transmission," he said. "I think the concept is solid and valid."

BEST AVAILABLE COPY

Editors struggle to sort out world news

By Elise Burroughs
presstime staff writer

During recent months, newspapers and other media have come under heavy fire for their treatment of news stories from abroad. Among the examples:

- Supporters of Israel questioned published estimates of casualties during the invasion of Lebanon—estimates provided by the Palestine Liberation Organization. Supporters of the PLO claimed the U.S. media understated damage from Israeli bombs.
- Reporters stationed in Buenos Aires were bombarded with an incredible variety of rumors concerning the sinking of British ships during the Falkland Islands war. Reporters stationed in London were assured by the British government that no D-Day-type invasion was planned, but hours later British troops hit the beaches on their way to Port Stanley.
- Church groups told reporters that the revolutionary government of Nicaragua was forcibly removing Miskito Indians from their ancestral homes. The Nicaraguan government claimed it was evacuating civilians from border areas where counterrevolutionary insurgents supported by the CIA were conducting a terrorism campaign.

Editors who feel comfortable judging the accuracy and objectivity of stories originating from the local courthouse or even stories with a Washington, D.C., dateline may feel somewhat at sea when they are presented with conflicting information from distant areas that are only names on the globe.

Yet American political and business interests are frequently intertwined with happenings in Iran, Japan, Brazil, Angola and other remote spots.

What's an editor to do?

Education important. Richard O'Mara, foreign editor of The Sunpapers in Baltimore, says people with jobs like his must keep up not only with international matters that are hot, but also those with the potential to heat up.

Editors at other large newspapers agree and say it is important to check sources constantly to stay abreast of issues. These sources can include magazines, newspapers from other countries, diplomats, government officials, university professors, and "alternate" news services such as Interlink, the U.S. affiliate of Inter Press Third World News Agency.

And while countries and cultures present an almost endless variety, editors say there are some conflicts in the developing world that are almost predictable. These include guerrilla revolts against feudal-like systems and the stresses caused by the flood of rural people into cities.

When one of these simmering stories boils over into breaking news, larger newspapers have the wherewithal to ensure reliable coverage: They can send a trusted correspondent to the scene. The Sun, for example, has had its own staffers based in San Salvador, New Delhi, London and Beirut.

The Cox Newspapers group has been using a different approach to foreign correspondence. It has four overseas correspondents whose newspaper stories are exclusively the property of Cox Newspapers, but who also are free to write books and act as stringers for broadcast media. These correspondents receive a regular salary and expense money from Cox, but they do not get all the benefits accorded full-time employees. This month, however, the group is going a step further. Cox is stationing Joseph P. Albright, an award-winning reporter from its Washington Bureau, in Rome as a regular, full-time employee.

In addition, the two Cox papers in Atlanta have a network of 15 regular and 10 occasional stringers around the world. While stringers are seen as vital for many foreign editors, they leave those editors somewhat vulnerable. More than one prominent daily has been burned by a special correspondent's "exclusive" news story turning out to be fictional.

Joseph Geshwiler, foreign editor of the Journal and Constitution, says he spends a great deal of time and effort checking out the backgrounds, references and previous work of any journalists he uses. He also watches closely for signs of bias in their work.

Smaller papers. The cost of maintaining a correspondent overseas is estimated to be well into six figures [presstime, April 1980, p. 18], and far beyond the resources of all but the largest daily newspapers. Occasionally, a newspaper in the under-100,000-circulation category will send a staff member abroad to cover a topic of particular local importance.

For example, Connecticut Newspapers Inc., publishers of The Advocate (evening, circulation 29,846) of Stamford and the Greenwich Time (evening, 14,396), sent a reporter to cover the aftermath of a 1981 earthquake in southern Italy [presstime, Feb. 1981, p. 37]. Many Connecticut families are descended from immigrants who were born in the devastated region. The newspapers' detailed reports and photographs offered readers information unavailable elsewhere.

But that approach does not always generate worthwhile copy. Reporters who jump briefly into hot news stories and just as quickly move on sometimes are accused of practicing "parachute journalism." In a recent report for the Associated Press Managing Editors Association, Robert Nordyke, managing editor of The Lawrence (Kan.) Daily Journal-World (evening, 18,547), described stories based on a trip to El Salvador by a group of Kansas reporters as "a self-serving display of we-were-there bravado."

Nordyke and other editors say accurate, newsworthy information often may be had by telephone from sources closer to home. When it is deemed necessary to send reporters abroad, the editor must choose someone who has some knowledge of the area, provide guidance on what is considered most newsworthy and ride herd on the reports.

Most newspapers, however, must depend on wire services for coverage of events overseas. In Peoria, Ill., for example, The Journal Star (all-day, 101,474) gets all its foreign news from the Associated Press. Publisher John T. O'Connell says, "We rely on them totally."

In addition to the AP, newspapers can choose from United Press International, Reuters, Agence France-Presse, the New York Times News Service, the Los Angeles Times-Washington Post News Service, the Knight-Ridder News Service and others.

Editors who get most of their foreign news from the wires occasionally find discrepancies in stories on the same subject filed by separate organizations.

Often, editors say, the differences are merely a matter of one service getting new information more quickly than another. With a little time, the reports become consistent.

In other cases, fundamental facts—such as the number of people involved in a demonstration—may differ. The most common response is to query the wire services disseminating the conflicting information.

Lloyd Cover, wire editor for The Tennessean of Nashville (morning, 124,759), says modern technology has made it much easier than it once was to resolve such inconsistencies. "We once sent a query to Peking and got a response in four hours," he says. In that case, which involved a request for more information rather than checking a discrepancy, the added detail made the story considerably stronger.

Cover said he also has called bureaus or even outside sources in Latin America to check information. In part because he speaks Spanish and has traveled in that area himself, he has people he can call on when necessary.

Both UPI and AP say it is common to receive questions or requests for more information. In fact, H.L. Stevenson, editor in chief and vice president of UPI, says such questions often are the sources for more stories or updates. Both services welcome feedback from their clients.

Instead of routine reports of what governments are doing, or so-called "coup and earthquake" stories, newspapers are looking more and more for features and in-depth news coverage.

Information blackouts. Perhaps the most frustrating aspect of dealing with foreign news is trying to cover areas where no reporters, full-time or part-time, can get to the scene.

Many newspapers have covered the war between Iran and Iraq with brief stories, sometimes consisting of recapitulations of conflicting reports from the governments involved. Because few Westerners can get into either country, independent reporting is virtually impossible.

A similar situation exists in much of Africa, where most reporters are clustered in Cairo or Johannesburg. Nashville's Cover says it is so rare to get a good, in-depth, on-the-scene story from other sections of Africa that when one appears, "I jump on it and try to get it in the paper."

Sometimes, reporters can get into restricted areas only as the guests of the countries involved. The Soviet Union, for example, sometimes takes groups of journalists on official tours to distant parts of the nation.

In such instances, editors are reluctant on the one hand to turn down their only chance to get on-the-spot reports; on the other hand, they realize the sponsors likely will try to influence coverage, highlighting positive news and trying to conceal the negative.

Equally perplexing are situations where news is relayed second- or third-hand—through diplomats, travelers and other sources.

Editors say it is up to them to ensure that stories written under any of these circumstances are as accurate and unbiased as possible. If necessary, this means telling the reader high in the story about the conditions under which information was gathered and the fact that sources conflict. "That gives the reader the opportunity to evaluate the reliability of the source," explains Charles W. Nutt Jr., executive editor of The Courier-News in Bridgewater, N.J. (evening, 56,932).

In any situation where regular correspondents are not available, or when news is breaking very quickly, there are a few key things editors say they look for in evaluating reports: datelines, to see which reporter is closest to the action; quotes from people on the scene, including names and identification; and other details indicating eyewitnesses to happenings.

Interests changing. Editors report that in part because newsholes currently are very tight, they have seen no great increase in the amount of foreign news carried by their newspapers. What is changing, however, is the type of stories used.

Instead of routine reports of what governments are doing, or so-called "coup and earthquake" stories, newspapers are looking more and more for features and in-depth news coverage. They say readers are demanding stories that offer background, context and perspective to help them evaluate what is happening overseas.

"Our whole idea is to get out of the mindset where we were passive receivers of news and go on to being active generators of stories," says Atlanta's Geshwiler. His network of overseas writers is encouraged to give readers a concrete sense of what everyday life is like in faraway places. "I tell them I want to be able to smell the place," he says.

This new appetite for digestible foreign news stems from the growing awareness by readers of connections that tie what is happening overseas to repercussions at home. For example, Nashville has one of the largest Buddhist temples in the country, notes Cover, and Japanese businesses represent a growing sector of the Tennessee economy.

In Manhattan, Kan., home of Kansas State University, there is a steady stream of local academic people going abroad and students from 105 foreign countries coming into the community to study. Local businesses also are heavily involved overseas, and the publisher of the local daily is a long-time activist in the Inter American Press Association. All these factors have led to foreign coverage that many observers find astonishing for a small daily.

"We are the principal source of written news for half of our readers," explains Edward Seaton, publisher of the The Manhattan Mercury (evening, 13,061). "We think we have a responsibility to keep our readers apprised of what is happening around the world."

Seaton says that if newspapers are to succeed in feeding readers the foreign news they need and want, editors will have to work even harder at keeping themselves informed about international happenings and at keeping in mind those subtle but vital links between "abroad" and "at home."

"It is the people at the gatekeeper level who are crucial," Seaton says. □

Andersen heads FIEJ Congress delegation

Harold W. Andersen

Harold W. Andersen, the only American to have served as president of FIEJ, the International Federation of Newspaper Publishers, has been appointed by ANPA Chairman and President William C. Marcil to lead the ANPA delegation to the 36th annual FIEJ Congress May 24-28 in London.

Andersen, president of the Omaha (Neb.) World-Herald Co., served as FIEJ president from 1978 to 1980. He was ANPA president and chairman, 1974-76, and has been chairman of the World Press Freedom Committee since 1979.

Executives of ANPA-member newspapers are eligible to attend the FIEJ meeting through the Association's affiliate membership in FIEJ.

This year's FIEJ program will include sessions on cable television, advertising freedom, competition and creativity, and circulation and readership. ANPA members may obtain more information from Martin Casey, manager/government affairs, at The Newsapaper Center, Reston, Va. □

World press notes

An appeals court in Costa Rica ruled in January that requiring reporters to belong to a collegium of journalists **infringes on freedom of the press**.

The case involved an American, Stephen Schmidt, who worked during 1980-81 as a reporter for the Tico Times in San Jose even though he did not belong to the College of Costa Rican Journalists [presstime, April 1982, p. 7]. Costa Rica enacted a law a decade ago requiring working journalists to belong to the collegium, which is open only to graduates of certain, Costa Rican journalism schools.

The court also dropped criminal charges against Schmidt, who now lives and works in the United States.

• • •

Spaces are available for professional journalists who wish to attend a 10-day **seminar on reporting from developing countries**. The April 11-22 seminar at the University of Arizona in Tucson will be taught by Mort Rosenblum, special correspondent for the Associated Press.

For information, contact the university's Department of Journalism, (602) 626-2561.

• • •

The government of **Poland expelled a U.S. correspondent** in January.

Polish authorities at first detained Ruth E. Gruber of United Press International, claiming UPI had received film of restricted military installations. UPI staffers said they did not know the source of the film, which was sent anonymously by train and addressed to UPI's Warsaw office.

At a news conference after Gruber's expulsion was announced, government spokesman Jerzy Urban warned other reporters to avoid contact with Polish dissidents and other underground sources.

In retaliation, the U.S. State Department expelled Stanislaw Glabinski, a correspondent for the Polish News Agency PAP. □

Equipment for sale

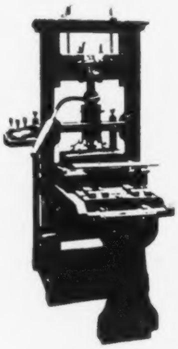
LogE-18 film processor, good operating condition. Includes water panel and some spare parts. Make offer. Contact Robert Hitchcock, production manager, York Daily Record, 1750 Industrial Highway, York, Pa. 17402; (717) 757-4842.

Two VIP 7245-A three-drum, high-speed photocomposition machines. Now in use. Contact Tom or Allan Muchmore, The Ponca City (Okla.) News, P.O. Box 191, Ponca City, Okla. 74602; (405) 765-3311.

Equipment wanted

The Brown Daily Herald, a nonprofit newspaper serving Brown University, is seeking typesetting equipment for use in daily production. The Herald is asking for a tax-deductible donation of typesetting equipment that can handle off-line input. Contact Jim Weinberg, Brown Daily Herald, Box K, Brown University, Providence, R.I. 02912.

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under the Internal Revenue Code. For further information, contact George Beebe, vice chairman, projects, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101, (305) 350-2401.



Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

ANPA asks postal governors to reject new third-class rates

ANPA has urged the U.S. Postal Service Board of Governors to turn down proposed third-class rate changes that could be of major benefit to marriage mailers.

The independent Postal Rate Commission Dec. 23 recommended a 10-percent decrease in the basic cost for carrier-route, presorted, third-class mail.

If implemented, the package could allow "marriage mailers"—who unite two or more advertising circulars in direct-mail packages—to lower their prices and serve as a heightened threat to newspapers' preprint advertising [presstime, Jan. 1983, p. 17].

The rate commission also suggested raising slightly the third-class "weight break." That would result in users' being allowed to mail heavier third-class packets and still take advantage of lowest rates.

ANPA Chairman and President William C. Marcil said in a letter to the postal governors that the changes would be inappropriate because they are based on different cost methodology than that used in determining all other rates.

Marcil also said a proposal to give a greater discount for third-class, presorted mail "would discriminate against second-class mailers who have long sought deeper presort discounts."

He added that in general, a rate decrease for a single category of mail would be "neither sound public policy nor equitable ratemaking"—especially now when federal budget cuts have resulted in higher second-class rates.

The rate commission issued its proposal to comply with a 2nd U.S. Circuit Court of Appeals decision. The appeals court said the commission must recommend new bulk rates compatible with the existing, third-class rate structure.

The commission previously issued recommended rates based on another rate structure that it said better satisfied criteria of the 1970 Postal Reorganization Act. Those recommended rates were rejected repeatedly by the governors in the last rate case because they did not comply with the rate structure established by the U.S. Postal Service.

The governors, under law, have the option of approving the rates and implementing them; of implementing the rates under protest and returning them to the commission for reconsideration; of rejecting the rates outright; or of modifying existing rates while asking the commission to reconsider its proposal.

Under law, the governors have 150 days—in this case, until May 23—to make up their minds. Their next scheduled meeting was to begin Jan. 31 in San Francisco.

The specifics of the rate commission's proposal include:

- The existing third-class rate of 45 cents per pound would remain unchanged. The existing minimum per-piece rate for nonpresorted mail would increase from 10.9 to 11.1 cents.
- The carrier-route, presort discount widely used by marriage mailers would increase from 3 to 4 cents per piece, resulting in a reduction for that type of mail from 7.9 cents to 7.1 cents.
- The weight break, the point below which marriage mail is especially attractive in terms of rates, would be raised from 3.88 to 3.95 ounces. ☐

3.77
the market place
Kmart
SANTA ANNOUNCES....
Season's Greetings with
SUPER SATURDAY!
SAT. DEC. 11

A marraige mail piece received recently in Arlington, Va.

USPS raises 2nd-class rates after budget cut

The U.S. Postal Service Jan. 9 raised in-county and limited-circulation second-class rates as much as 20 percent to reflect Congress' cut in "revenue foregone" appropriations for the current fiscal year [presstime, Jan. 1983, p. 17].

"Revenue foregone" money in effect subsidizes certain types of second-class mail, including some newspapers and non-profit publications.

By law, the Postal Service must "adjust" rates in effect for this "preferred" class of mail to compensate for yearly increases or decreases in congressional appropriations.

For newspapers mailed in-county, the per-pound rate increased from 3.9 to 4.1 cents. The per-piece rate increased from 1.9 to 2.1 cents or from 2.4 to 2.6, depending on the level of presorting.

For limited-circulation newspapers (less than 5,000 mailed outside the county of publication), the per-piece rate increased from 4.6 to 5.1 cents, from 3.0 to 3.5 cents or from 2.5 to 3.0 cents, depending on the level of presorting.

In effect, the Postal Service implemented rates at step 14 on the 16-step scale of rates adopted by Congress in the 1970 Postal Reorganization Act. Rates before Jan. 9 had been at step 13. Under the original timetable, step 14 had been scheduled to take effect July 6, 1985. ☐

Intervenor status asked in 9-digit ZIP Code case

ANPA Dec. 29 asked the Postal Rate Commission for permission to become an intervenor in the "ZIP plus 4" case. That's the case in which the U.S. Postal Service has proposed a half-cent-per-piece discount to large-volume, first-class mailers to use the new, nine-digit ZIP Code [presstime, May 1981, p. 16].

The Association has not yet taken a position on the ZIP Code matter. It requested intervenor status in order to preserve its future right to comment. The ANPA Postal Committee is studying the case. ☐

Controversial practice

Professors in demand as libel case witnesses

By Margaret Genovese
presstime staff writer

Increasingly, journalism professors are serving as expert witnesses in libel cases. The practice, a lucrative one for some who have done it, has engendered controversy within the academic journalism community.

There are any number of reasons a journalism professor might be retained to give expert testimony in a libel trial.

For example, one testified two years ago as to whether the National Enquirer was a newspaper or magazine for purposes of applying a California statute that immunizes a newspaper from punitive damages if it prints a retraction.

But most of the time, a journalism professor is called as expert witness to testify about proper journalism procedures and whether, in his or her opinion, the defendant publication or broadcaster adhered to them.

Albert G. Pickerell, the academician who testified in entertainer Carol Burnett's widely publicized libel suit against the Enquirer, has taken the stand in one other libel case and has given depositions or written affidavits in three others. In three of those four cases, the professor emeritus of the University of California at Berkeley testified on what he calls "standards of care and industry practices."

A landmark Supreme Court libel decision in 1974 led to most such expert-witness testimony, observers say. In *Gertz v. Robert Welch, Inc.*, the court said states could decide the appropriate fault standard in cases involving people who were not public figures. The most common standard being used—by 22 states—is negligence.

There is no way of knowing how widespread the use of expert witnesses is. Henry R. Kaufman, general counsel of the Libel Resource Defense Center in New York City, says he does not believe any statistics exist on the number of libel trials in which expert witnesses are called to testify.

Furthermore, it can develop that witnesses are retained for a given case but for some reason are not called to the stand. Cases also may be dropped or settled before or during trial.

Nor is there a real count on the number of journalism professors who have been called upon as expert witnesses; presstime came up with the names of more than a dozen who have testified, agreed to testify or at least been asked.

As evidence of the interest among educators in the subject, two sessions on it are planned for the annual convention of the Association for Education in Journalism and Mass Communication next August.

Do they help? Not all libel attorneys agree that expert witnesses are necessary or even helpful.

"They are immensely helpful in explaining to jurors the realm of the possible and what is unrealistic to expect a newspaper to do," says Bruce W. Sanford of Washington, D.C., a partner in the Cleveland firm Baker & Hostetler and general counsel of the Society of Professional Journalists, Sigma Delta Chi.

On the other hand, John B. McCrory of the Rochester, N.Y., firm of Nixon, Hargrave, Devans & Doyle says: "The fact of the matter is, in most instances, when you are talking (about) a negligence-type standard in a libel case, the alleged negligence is not so esoteric as to be beyond the jury's comprehension."

However, adds McCrory, counsel for Gannett Co. Inc., if the plaintiff put an expert witness on the stand, he would consider "very seriously" putting on one of his own. Rather than a professor, he says he would lean toward "a Woodward-and-Bernstein-type person, an active, practicing journalist with a pragmatic understanding of what was going on in the newsroom at the time."

Some other libel attorneys who have used journalism professors as expert witnesses give several reasons for not summoning working journalists.

"I went to a person I felt was able to look at the profession and tell me what the standards are for this kind of work," says Sanford L. Bohrer, a partner in the Miami firm Paul & Thomson.

Bohrer chose David Gordon, professor and chairman of the Communication Department at the University of Miami, as an expert witness for the defense in a libel case involving The Miami Herald. Professionals can testify as to the practices at their publications, Bohrer says, but professors have a wider perspective.

Gordon also worked at one time as an editor, another point in his favor, Bohrer said. Also favored as expert witnesses are professors who have a background in media law.

Colleague vs. colleague. There has been speculation that with regard to witnesses for the plaintiff, professors are used because professionals decline to testify against their colleagues.

"I think that it's similar to the phenomenon that confronted plaintiff's lawyers more seriously at the beginning of the malpractice period of litigation," says Jonathan Lubell, a plaintiff's attorney with the New York City firm of Cohn, Glickstein, Lurie, Ostrin, Lubell & Lubell. "If you recall, it was very difficult to get doctors to testify (in cases involving) a major hospital or another doctor."

Professors who have served as plaintiff's witnesses say they are not all that comfortable themselves testifying against the media.

"All things considered, I'd rather . . . testify on behalf of (a) defendant," says Berkeley's Pickerell. But, he says, "the media can't escape responsibility if they are reckless."

Clark R. Mollenhoff, professor of journalism and law at Washington and Lee University, says he would "rather not" testify against the press. But, says the long-time journalist who has been retained as an expert witness in "a half dozen" libel cases, "when I'm going to testify in defense of newspapers or networks, I don't think it should be a one-way street."

One academic who expresses an unwillingness to testify for plaintiffs says he is troubled knowing that he would be contributing to the writing of law for the journalism profession.

"My basic feeling is I don't want to be a party to making any more bad defamation law," says Dwight L. Teeter, chairman of the department of journalism at the University of Texas at Austin. "Judges and juries are asking themselves would a reasonable person have checked further, waited another day or week or month before publishing. It seems to me any of this second-guessing . . . should not be aided by journalism professors."

But, says Ralph L. Holsinger, professor of journalism at Indiana University, if journalists and journalism professors don't take part in this process, "it will be the lawyers and others who determine what standards of journalism performance will be."

Holsinger has been retained by the defense in cases involving the Duluth (Minn.) News-Tribune and the The Muncie (Ind.) Star and Muncie Evening Press. He recently agreed to testify as a plaintiff's witness in a case involving the Terre Haute (Ind.) Tribune-Star Publishing Co.

The "Should I testify or shouldn't I?" question has split at least one campus.

Arnold H. Ismach, associate professor of journalism and mass communication at the University of Minnesota, testified as a witness for the plaintiff in the same case in which the University of Miami's Gordon was called.

But Ismach's Minnesota colleague, Donald M. Gillmor, says he will not testify in libel cases. "It's a no-win situation for a journalism professor. If you serve a plaintiff you are looked upon by the media as kind of a hit-man. . . . If you serve the defense, you get the reputation of being a flack for the media."

The idea that they would be looked upon as advocates upsets professors who have served as expert witnesses.

> ***"You're not a hired gun. . . . An expert witness is not serving anybody any more than a real estate appraiser is serving anybody."***
>
> **George Ridge**
> **University of Arizona**

"You're not a hired gun," says George Ridge, professor of media law at the University of Arizona. "You look over the transcripts and depositions and what you are testifying to is basically whether the reporter did a reasonable reporting job under all of the circumstances. . . . An expert witness is not serving anybody any more than a real estate appraiser is serving anybody." Ridge has been retained as an expert witness by Investigative Reporters & Editors Inc. and by The Arizona Republic and The Phoenix Gazette. He also has been retained in two cases by plaintiffs.

The matter of money. Another controversial aspect to the practice is the one of pay. As one journalism professor puts it, when expert witness fees in a case run as high as a professor's salary, the money "all of a sudden seems like more of a lure."

Kenneth S. Devol, professor of journalism at California State University, Northridge, received more than $30,000 in a case in which the California resort Rancho La Costa sued Penthouse magazine. Devol says the fees associated with his expert-witness testimony for the plaintiff were something less than $10,000, but he also did other work with the lawyers in the case during a sabbatical leave which boosted the fee. The payment was noted in the journalism trade press.

Dale R. Spencer, whose $10,000 payment for his work as a defense witness in the Rancho La Costa-Penthouse case also was publicized, says the amount "looked terrible, but it wasn't."

The University of Missouri J-school professor, who also is an attorney, charges on the basis of $1,000 a day. He says his fee would only have been $1,000 had there not been a delay in the proceedings.

There does not appear to be any standard fee or manner of assessing it. Don R. Pember, director of the School of Communications at the University of Washington, refused a fee for testifying at a libel trial (on a matter unrelated to journalistic standards), saying that he was paid his salary for serving society. Some bill by the hour; others, like Spencer, by the day.

The professors insist that the money is incidental.

"I do not do this to make money. I did not go into journalism education to make money, and I did not go into journalism to make money. It is an irrelevancy as far as I am concerned," says Roy L. Fisher, former dean and now professor at the University of Missouri's School of Journalism.

Fisher, who charges $500 a day for his witness work, has been retained by the defense in cases involving The Washington Post, the Army Times, The Denver Post and the Los Angeles Times, and by the plaintiff in a case involving the book *Blood and Money*.

"The attraction to this is you are dealing in an important area of professional development," he says. "It's interesting. It's fascinating to sit down and go over a good reporter's notes and see how carefully he has checked out his information. Far more times than not I have come away with a deeper appreciation of our profession and the people who work in it." ☐

They've testified as expert witnesses in libel trials

Albert G. Pickerell **Clark R. Mollenhoff** **Arnold H. Ismach** **George Ridge** **Dale R. Spencer** **Roy L. Fisher**

Observe National NIE Week—Feb. 21-25

Study of 80 U.S. college dailies finds most are 'big business'

More than just laboratories for journalism students, college daily newspapers in the United States are "big business," says the author of a comprehensive study of them.

Most campus dailies have circulations greater than 10,000 and annual budgets of more than $100,000, according to Paul A. Atkins, journalism professor at West Virginia University.

Atkins' study, "The College Daily in the United States," was published in December and funded by a $6,000 grant from the Gannett Foundation. Author/researcher Atkins spent 13 years as faculty superintendent of the campus daily at WVU.

Atkins surveyed the 102 U.S. college dailies and got responses from 80. Of these, he says, nine are financially independent; four are independent except for payment of utilities by the college. "A steady march toward independence or a large degree of independence is taking place," he concluded.

Atkins' study, which included visits to 16 of the dailies nationwide, also revealed that:

- Nearly all the papers have nonstudents on their staffs, including most business managers.
- More than half the papers pay all or nearly all of their staffers. The average student editor makes $2,589 for nine months' work; the top business-side student staffer, $3,156.
- While between 80 and 100 percent of the advertising in campus dailies is local, the local market is not considered to be fully exploited.

One copy of the 62-page study has been sent to each U.S. journalism school. Copies also are being distributed to members of the National Council of College Publication Advisors.

Additional copies are available to journalists and journalism educators for $1 per copy. Contact Atkins at the School of Journalism, West Virginia University, Morgantown, W.Va. 26506; (305) 293-3505.

ABC proposes change in rule for counting some NIE subscriptions. They would be included in the bulk-sales category.

See story, p. 33.

Indiana J-student is Rhodes scholar

A senior at the Indiana University School of Journalism has been named a Rhodes scholar—an unusual honor for a journalism major.

Barbara J. Toman

Barbara J. Toman, a journalism and English major, served as editor of the Indiana Daily Student during the first semester of the 1982-83 school year. Toman, from Crown Point, Ind., has won Poynter and Hearst scholarships and was an intern for The Wall Street Journal, the Post-Tribune in Gary, Ind., and The Courier-Journal in Louisville, Ky.

The office of the American secretary for the Rhodes scholarships was unable to say whether Toman is the first U.S. journalism major to be named to the honor. Leonard W. Lanfranco, executive director of the Association for Education in Journalism and Mass Communication, said if she was not the first, she was certainly one of the few J-majors to be so honored.

Boston U. J-school quits ACEJMC over dispute

Boston University's School of Public Communication has rejected an award of provisional accreditation from the Accrediting Council for Education in Journalism and Mass Communications and has withdrawn from the council.

Announcing the action in late January, BU President John R. Silber raked the ACEJMC for "highly unprofessional practices," and claimed the council "apparently intends to persist in its arbitrary refusal to clarify its own standards and its own evaluation procedures."

After first denying the school accreditation or reaccreditation early last year, the ACEJMC reversed itself Oct. 17 and offered provisional accreditation. BU said in November it was awaiting answers to questions it had posed to the council before deciding whether to accept the offer [presstime, Dec. 1982, p. 27].

White House curbs contacts

In an effort to clamp down on news leaks, the White House last month restricted contacts between Reagan administration officials and the press.

Under guidelines issued Jan. 10 by White House Chief of Staff James A. Baker III, certain officials are to be cleared for interviews on certain subjects. Officials who are not cleared to talk about a subject must refer requests for interviews to the White House Communications Department where they may get clearance or have the requests referred to the proper source.

The new policy also seeks to discourage off-the-record interviews.

The policy applies to the White House, the Council of Economic Advisers, the Office of Management and Budget, the National Security Council and the Office of the Science Adviser.

Shortly after the policy was established, Lou Cannon, White House correspondent for The Washington Post, said it had had no effect. Although it created more paperwork for White House officials and slowed down the time it takes to get responses, "the flow of information has been pretty much unimpeded," he said.

Meanwhile, at the Labor Department, the associate solicitor for the Occupational Safety and Health Administration also issued a memorandum on contacts with the press.

Frank A. White told the staffers in his office they were not to provide the press with information on OSHA-related matters unless he so authorizes. ☐

'Hotline' established for legal questions

The Reporters Committee for Freedom of the Press has started a 24-hour "hotline" for reporters and editors who need information on a legal question involving press rights.

For the cost of a telephone call to Washington, D.C. journalists can receive guidance on how to respond if excluded from a public meeting, if served with a subpoena or if confronted with another legal predicament.

The hotline is expected to be of most help to reporters and editors of smaller newspapers who may not have access to legal aid.

The hotline phone number is (202) 466-6313. ☐

Restraint asked in election projections

The Task Force on Elections of the U.S. House of Representatives has urged "voluntary restraint on the part of all news media" to counteract what the task force said are probable adverse effects from television networks' early projections on election day.

Task Force Chairman Al Swift (D-Wash.) issued that plea after his group concluded that the "problem . . . defies simple legislative proposals."

Proposed legislative remedies prohibiting broadcast of projections "raise First Amendment questions," Swift said. Other proposals involving uniform national poll closing laws could be "short-circuited by the increasing use of exit polling as the basis for projections."

Swift said there was evidence in last November's congressional election that the networks used some "restraint" in calling elections early. "But the real test will come in the next presidential election in 1984," he said. ☐

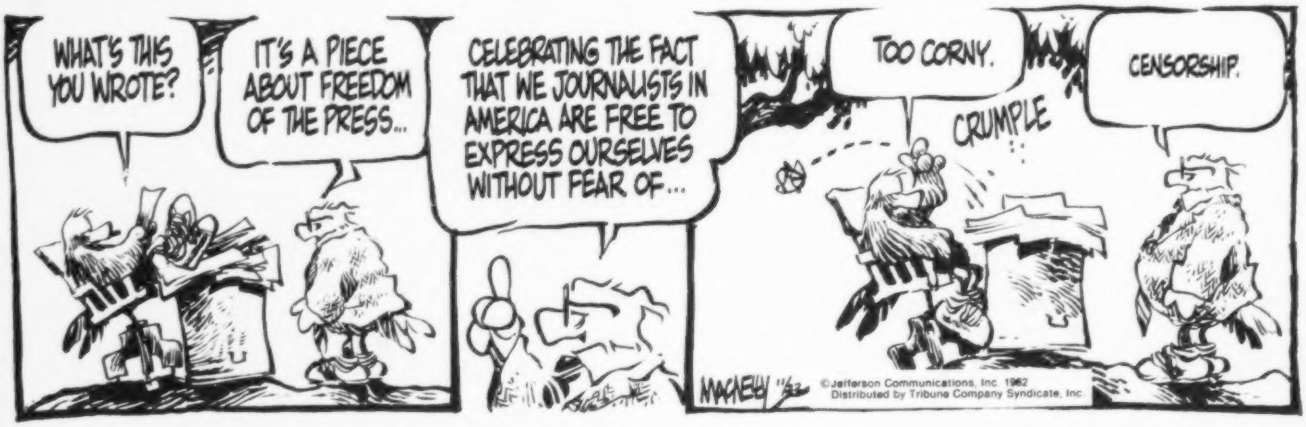
Revised booklet explains how to use the FOIA

A third edition of a booklet explaining how to use the federal Freedom of Information Act has been published by the FOI Service Center, a joint project of the Society of Professional Journalists, Sigma Delta Chi, and The Reporters Committee for Freedom of the Press.

The booklet includes sample forms and a government agency directory. Copies are $2 each ($1.50 each for orders of 20 or more). Contact Marcy B. Katzman, the Reporters Committee, 800 18th Street NW, Room 300, Washington, D.C. 20006. ☐

'Shoe'

By Jeff MacNelly


WHAT'S THIS YOU WROTE?
IT'S A PIECE ABOUT FREEDOM OF THE PRESS...
CELEBRATING THE FACT THAT WE JOURNALISTS IN AMERICA ARE FREE TO EXPRESS OURSELVES WITHOUT FEAR OF...
TOO CORNY.
CRUMPLE
CENSORSHIP.
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Len R. 'Rob' Small

UPI owner prefers low profile

By C. David Rambo
presstime staff writer

It was just 11 years ago that a 29-year-old Len R. "Rob" Small, one of three children in a prominent Midwest newspaper family, decided he would make his career in journalism.

Yet in that relatively short time, his has become a "name" in American journalism.

Small is editor and publisher of The Daily Dispatch (evening, circulation 36,133) in Moline, Ill., and vice president of Kankakee, Ill.-based Small Newspapers. But his chief claim to fame stems from his purchase, with three partners, of the financially ailing United Press International last summer [presstime, July 1982, p. 61].

"It will never be another Xerox or anything," Small says. But he sees a good business opportunity in UPI. "We have what I feel is a sound business plan."

Though there are skeptics, many newspaper executives agree with Ronald L. Rickman, publisher of the Quad-City Times in Davenport, Iowa. He says, "I hope it can be turned around, and if anyone can do it, I think this group can."

Rickman knows Small well—as a competitor. His newspaper and The Daily Dispatch are located across the Mississippi River from each other. Rickman says Small publishes "an excellent product . . . . They put out all we can handle."

Although his entry into journalism was a bit late, Small came well-prepared. His grandfather, Leslie Small, originally a banker, started the family's newspaper involvement in 1912 by helping the publisher of the failing Kankakee Republican-News stave off bankruptcy. Leslie Small later bought the newspaper, and it became the flagship Small newspaper, The Daily Journal.

Len R. "Rob" Small

Rob Small's father, the late Len H. Small, expanded the business. He was ANPA vice chairman and a month away from his probable election as chairman and president when he was killed in an automobile accident in 1980 [presstime, April 1980, p. 4].

While Len Small served as a major factor in Rob's career decisions, the younger Small says his father did not push him into anything. Rather, he was "influential by giving his children a lot of latitude and not trying to impose his views on us." As it turns out, his father's gusto for his life's work was "an infectious thing. . . . Example was the best teacher."

Len Small's other two children also entered the business. Thomas Putnam Small runs the family's properties in California, and Jennifer Jean Small is a Washington, D.C., correspondent for the group.

Rob Small attended a preparatory school, Choate School in Wallingford, Conn., and graduated from Stanford University in 1964 with a degree in English and political science. He earned a law degree from the University of Illinois Law School in 1967 and became a member of the Illinois bar, although he has never had a practice. Small then served a three-and-a-half-year stint in the Navy as lieutenant (junior grade). In his typical understated manner, Small sums up his Navy service this way: "It gave me time to think."

Returning to civilian life, Small entered the newspaper business as associate editor of the family's Moline daily. He moved up the ranks to general manager, then to editor and publisher.

His involvement with UPI—he's chairman of the board—has decreased the amount of time he has available to devote to The Daily Dispatch and other Small properties. Especially just after the acquisition, Small had to spend nearly all his weekdays either at UPI headquarters in New York City or at other UPI offices—in the United States and around the world—explaining the transaction. However, he says the pressures demanding so much time away from home have eased with William J. Small's appointment as UPI president. (The two are not related.)

This means more time for Rob Small back home in Illinois. Besides publishing a "family newspaper" with stories geared to "the involvement of people in the community," Small lends personal support to various community projects, according to Frank L. Nelson, president of the Rock Island (Ill.) County Chamber of Commerce, which Small serves as secretary.

The 40-year-old husband and father of three has done such things as volunteer as a "dunk person" for baseball throwers at the chamber's annual bull roast.

His more conventional activities have included serving as chairman of the newspaper business's Tax Law Action Group. Roswell S. Bosworth Jr., publisher of the Bristol (R.I.) Phoenix and a member of the action group, credits Small with playing a major role in the 1981 passage of federal estate tax reform that, among other things, increased estate-tax exemptions and abolished taxes on bequests to surviving spouses [presstime, Sept. 1981, p. 11].

Small takes little credit for his newspaper business victory. But as his friends and associates point out, that is the nature of the man. He is the kind of guy who describes his burdensome UPI position as just that of a "part-time job, essentially." "He undersells himself," says Bosworth.

To say that Rob Small is soft-spoken and self-effacing would be understatements. "He's not a going-to-eat-you-for-breakfast-type individual," says William B. Barton Jr., a McLean, Va., attorney who has been a close friend since childhood.

But Small is known nonetheless as a shrewd professional. "He has a nuts and bolts, realistic, hard eye as to what makes things work," explains Douglas F. Ruhe, one of Small's UPI partners. He had not met Small until shortly before the UPI acquisition. "He has a good grasp of the legal and business domain."

Small, who lives in Moline, is a dedicated jogger. It is a "recreation" he says he picked up while in law school to combat the ills of a "sedentary life." ☐

It's up to editors to close the credibility gap

By Norman E. Isaacs

Norman E. Isaacs

It gives me no comfort to say that most American newspaper journalists have worked themselves into a tribal craft-culture. It isn't unique because there are other such groups in this society, like medicine for one obvious example. As with all of them, it's simply the result of years of intellectual incest.

For other than during working duties, peer practice has excluded from serious dialogue about journalism most, if not all, scholars and researchers who have no direct tribal affiliation. Publishers also are often treated as outsiders, along with the public that makes up the audience.

Consequently, the importance of journalism's credibility never actually penetrates the psyche of other than a minority of the working newspaper community. This has been a major factor, although not the only one, that has contributed to the continuing difficulty of newspapers in holding reader trust.

The words "credibility gap" did not come into use until the 1960s. But from journalism's beginnings, the issue has never been absent. There always have been reader disagreements with newspapers. There always will be. "Credibility gap" was born with President Lyndon Johnson's secretive and evasive behavior during the Vietnam War. It was readily transferable to other facets of the society.

Most journalists reacted with understandable defensiveness. The few efforts to open lines of communication with reader-citizens (i.e., local press councils, ombudsmen, etc.) were dismissed as intrusion or derided. For half a century scholars have been examining the issue, as researchers like Maxwell McCombs are still doing, but precious few newspaper people read their books or study the research.

The relationship between readers and newspapers is markedly different from what held in the '30s, '40s and '50s. Then, how newspeople did their work was largely unknown to the public. Television changed that dramatically. Reporters have become public figures. And much of what the public has seen repels it. After all, mob coverage is far from pretty. Reporters and photographers are sometimes public boors. Even more serious for newspapers, their versions of public events do not always match what people see on TV.

The immense personal impact of TV is best demonstrated by Walter Cronkite's career. He could show excitement (as when covering space shots), but over the years his staple was calm even-handedness. It made him the nation's most important, most-believed journalist. Even his rare moments of anger were forgiven by a hero-worshiping public. John Chancellor came to approach the same type of public acceptance. He, too, was seen as fair, level-headed, decent.

Dan Rather undoubtedly will make it too, and his step-by-step change is worth noting. As White House correspondent in the Nixon era, Rather was viewed by many as abrasive and occasionally unnecessarily adversarial in dealing with the President. The fact is that Rather is a gentle man, in both senses. When he moved to "60 Minutes," he began to be seen as serious—firm but fair. As anchor, his natural personality is now winning him public approval. The point is that the public reacts poorly to rough-and-tough journalism. There is an abhorrence of "sandbagging." Unhappily, the evidence indicates that the mind-set among most journalists has barely been dented.

One type of research bears this out. One rather well-known paper adapted a "psychographic" research test. The effort was to find out how readers approached such matters as family, home, modernism, sex, women's liberation, and so on. The identical test was given the paper's subeditors and reporters. The differences were shocking. The researcher's conclusion, stated in bold capital letters: "THE PEOPLE WE WRITE FOR ARE NOT LIKE US."

If I were to take over a newspaper tomorrow, there are four courses of action I'd set in motion instantly:

1. The competing newspaper "gatekeeping" bureaucracies—local, state, national, etc.—would be put under the *total* control of the top editor. It will be argued that this is so now. My experience says the subeditors play territorial and ego gamesmanship. In my operation they would live up to the explicit outlines on goals, or find more compatible surroundings.

2. Reporters' opinions would be banned in news columns. Opinion of substance, ours and of outsiders, would appear on editorial, op-ed or similar pages.

3. Obviously, source confidentiality is often vitally important. But my unbending rule would be that no such grant could be given anyone at any time without the top editor's advance consent.

4. I'd find and install an ombudsman worthy of the title and give him broad authority to judge our accuracy and fairness and to order corrections and amplifications when necessary.

I'd hold to these four policies as articles of faith. And I'd bet my last dollar that the newspaper's credibility would rise steadily. For I am a profound believer in editors of conscience who are real chiefs—individuals with vision, who listen and read well, and who are determined to lead staffs and not follow them. ☐

Isaacs, a 40-year veteran newspaperman, retired in December from the National News Council, which he headed for seven years. Currently an editor-in-residence at the East-West Center in Honolulu, Hawaii, Isaacs intends to return home to Westchester County, N.Y., in a couple of months to undertake some "serious writing."

Wide-ranging campaign

Newspaper helps the jobless

While some newspapers around the country have tackled local unemployment by running free classified ads for those looking for work, a South Carolina daily has gone a step further.

Since November, the Evening Herald (circulation 24,803) of Rock Hill has found work for more than 175 jobless people through its "Jobs for the Jobless" campaign. According to Publisher Wayne T. Patrick, the program has "created the most positive community attitude seen or felt in decades."

The plan has grown from an idea conceived by some newspaper executives to a community-wide drive that by late January involved 15 nonprofit agencies. It was built around the belief that in a time when government and traditional charitable organizations are being pinched economically, one way to help the 12 percent of a community who are not working is to use the resources of the 88 percent who are.

In the "Jobs for the Jobless" program:

- Fund-raising projects are promoted without charge in the classified advertising columns. About $36,000 has been collected from individuals and groups. The funds are being turned over to nonprofit organizations or to the county government. They use the money to hire people for projects that otherwise would go undone. A local museum, for example, used donated funds to hire workers to dismantle an old exhibit and prepare for a new one.
- Individuals seeking employment are invited to fill out a form, which runs in the paper daily, covering skills, training, past employment, etc. The information is turned over to the South Carolina Job Service, a state agency that attempts to match applicants with positions available.
- Individuals with a temporary position available, such as yard work or house painting, are invited to fill out a different form, also running in the paper daily. These forms are then turned over to the SCJS for processing.

Herbert Roddey paints Rock Hill YMCA.

Evening Herald

The newspaper has involved virtually every department in promoting the program with daily news and feature stories, and Family Living Editor Jane Clute has been detailed to the project full time. Stories have spotlighted individual unemployed workers, jobs that need to be done, and the people and agencies who are making contributions.

At Christmas, donations of food, clothes and toys helped ease the plight of many jobless families.

Since then, less traditional offers have come in. In January, the Herald was trying to find the best way to capitalize on the donation of a farmer's entire crop of sweet potatoes. This month, the paper plans a Valentine's Day dance to raise funds for more work projects. Everything, from the band and the hall to the food and decorations, will be donated by the community.

One letter-writer questioned the long-term value of promoting temporary jobs while doing nothing about the underlying causes of poverty and unemployment. The writer said, "'Jobs for the Jobless' is analogous to putting a bandage on a sore without treating the cause. . . ."

Patrick acknowledges that 7,600 unemployed in two local counties is a big problem, and "we can all look at big problems and assume they can't be solved." But by taking "a whole lot of little steps," he says, the newspaper's campaign has accomplished quite a bit. ☐

Advice for managers of state associations

"I made lots of mistakes," claims Robert M. Shaw, former Minnesota Newspaper Association manager, and "you will make them too." The warning is sounded in his newly published book, *Some Advice for a New Press Association Manager.*

Shaw, manager of MNA from 1964 until his retirement last year, [presstime, Dec. 1981, p. 17], says his motive for writing the book was to help new newspaper association managers avoid the errors he made.

What began as "a long, personal letter to my successor" resulted in a 102-page hardback book applicable to other new managers. Shaw shares his experiences and that of other noted newspaper-association managers by offering practical advice and pointing out pitfalls of the position.

Chapter 1 examines four qualifications Shaw believes are essential for press association managers: personal experience in newspaper work, an understanding and love of the First Amendment, pleasure and satisfaction in serving others, and youth.

Subsequent chapters deal with the ethics and decision-making procedures of press association work. "We should examine the goals and purposes of our work, the rights and wrongs, goods and bads, and mutual responsibilities *before* we discuss techniques," he says.

Copies of the book may be obtained by writing Shaw at 5408 Kellogg Ave., Edina, Minn. 55424. Cost is $35 per copy. ☐

An answer to question 'Who owns the media?'

A revised and expanded edition of *Who Owns the Media?*, by Benjamin M. Compaine, examines concentration in the newspaper, broadcasting, cable TV, magazine, book and motion picture industries.

Compaine, executive director of media and allied areas at Harvard University's Program on Information Resources Policy, presents background and trends in ownership patterns, acquisitions and mergers, competition, new technologies, and government regulations.

The 530-page book is available from Knowledge Industry Publications Inc., 701 Westchester Ave., White Plains, N.Y. 10604. Cost is $45 per copy. ☐

Full-point decline, Coen says

Daily newspapers' ad share dips to 27.3 percent

U.S. daily newspapers' share of advertising dropped a full percentage point in 1982 compared to 1981, according to preliminary estimates by Robert J. Coen, senior vice president and director of information service with McCann-Erickson U.S.A.

Coen said newspapers had 27.3 percent of the estimated total advertising pie of $67.3 billion last year. That was down from 28.3 percent in 1981 (revised from an earlier 28.4 percent) and 29.3 percent in 1979 [presstime, Nov. 1982, p. 5]. Newspapers remain, however, the largest advertising medium in the United States.

Coen attributed the 1982 drop to continuing problems in retail and classified advertising, which make up the bulk of newspaper ad revenues. He said national ad linage was flat and local ad linage was down.

But with rate increases averaging 10 percent, daily newspapers did record expenditure gains, Coen added.

He estimated that while all U.S. advertising expenditures increased 9.5 percent in 1982 over 1981, retail and classified ad expenditures in newspapers rose an average of 5 percent, to $15.38 billion. National advertising expenditures in newspapers were up about 9 percent, to $2.975 billion, according to his estimate. The grand total was $18.355 billion in ad expenditures, up from $17.42 billion in 1981.

Coen's 1982 expenditure estimate is consistent with the preliminary estimate from the Newspaper Advertising Bureau of $18.3 billion, a gain of 6 percent from 1981. The bureau estimated that 1982 expenditures for national advertising were up 12 percent, retail up 8 percent and classified down 1 percent.

Newspapers' overall advertising dollar gain was only half of what the bureau expected a year ago and below even the most pessimistic projections by media analysts [presstime, March 1982, p. 24]. However, most analysts had been careful to tie their predictions to an end to the recession. The economic recovery anticipated by the Reagan administration and some economists did not materialize.

For this year, NAB predicted advertising expenditures in U.S. daily newspapers will reach $20.1 billion, a gain of about 10.5 percent. By category, the bureau expects gains of 12 percent in national advertising, 10 percent in retail and 10 percent in classified.

Coen predicted all U.S. advertising will total $73.5 billion in 1983, a 9.2-percent increase over 1982. He said newspapers' overall linage will remain flat, and rate increases will account for most of his projected 9-percent increase in newspaper advertising expenditures. □

Rising unemployment brings flood of fraudulent advertising

Rising unemployment has brought with it an increasing problem for newspapers: a surge of advertising that offers worthless job information and fraudulent work-at-home schemes to people desperate for work.

David Anderson, chairman of the Standards of Acceptance Committee of the Association of Newspaper Classified Advertising Managers, said there has been a significant increase in such fraudulent advertising in the last two to three years.

"We reject ads daily," said Anderson, classified advertising manager for The Spokesman-Review and Spokane (Wash.) Chronicle.

Beverly Klein, president of ANCAM, said she recently received a request for cooperation in curtailing such ads from the U.S. Postal Service. While she already was aware of a surge in fraudulent advertising, the post office statistics on dollars involved in such ads amazed her.

"It's far greater than we ever thought," said Klein, classified advertising manager for The Milwaukee Journal and Sentinel.

The scams often come in the form of bogus offers of job-information kits, job lists, employment counseling, investment opportunities and a variety of other employment-related devices. The recent surge has prompted the Better Business Bureaus, consumer protection agencies and postal authorities around the country to step up their detection and enforcement efforts.

Although newspapers have no legal responsibility for determining an ad's truthfulness, many dailies have some written or unwritten standards of acceptance and rejection [presstime, Dec. 1981, p. 28].

Anderson said most classified advertising managers are trained to spot shady deals. But the volume of ads is so heavy and the details of some schemes so elaborate that others on the staff, especially telephone sales personnel, must also be told what to look for.

The Spokane dailies insist on receiving a sample of any product, kit, list or anything else offered for mail-order sales through the newspapers. If the staff does not believe the product to be worthwhile, the ad is rejected, Anderson reported.

He said his newspapers also have a blanket rejection for ads describing offers to earn money by stuffing envelopes at home.

"There may be a legitimate offer out there," he noted, but many are fraudulent, and he cannot afford to evaluate each one.

ANCAM has published a book of suggested guidelines for classified ads, with tips on what to look for in employment and training ads. It is available from ANCAM, Box 233, Danville, Ill. 61832.

Richard B. Hill, director of membership development for the National Association of Personnel Consultants, said the onslaught of ads that require prospective employees to pay in advance for job information—much of it worthless—is of concern to his membership. NAPC is made up of professional employment firms that collect fees, usually from employers, only when jobs are filled.

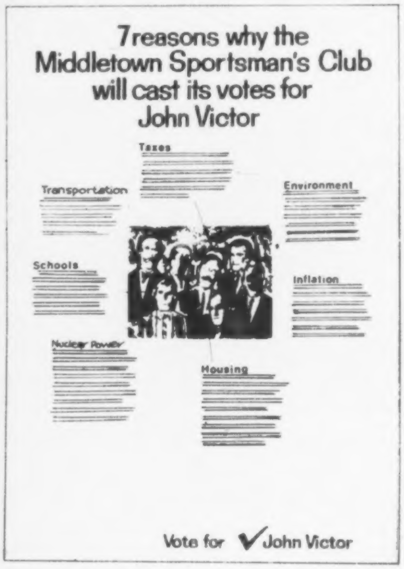
Hill said people should always question a job offer that requires payment with no guarantee of a job.

"Nobody needs to pay money until they are hired," he said.

BEST AVAILABLE COPY

Complicated ideas demand details

Complicated ideas frequently require long copy. Clarify, develop and explain your ideas point by point. Make the readers familiar with your solutions to the problems that concern their community. Voters who take politics seriously will read all the facts. They want details. And offbeat visuals and unusual ad techniques hammer home the message.

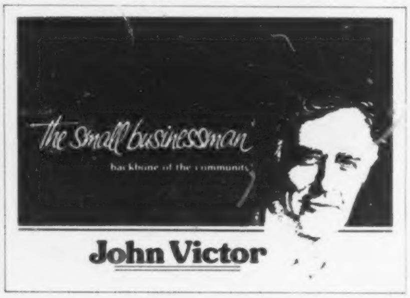


7reasons why the
Middletown Sportsman's Club
will cast its votes for
John Victor

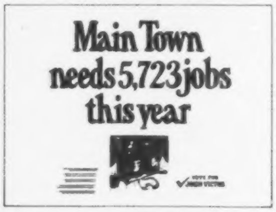
Vote for ✓John Victor

Be specific

Come directly to the point on key issues. Use pertinent facts, names and information.



John Victor



Main Town
needs 5,723 jobs
this year

Eugene, Ore., daily offers tips in its guide to political advertising.

Newspapers hope to reverse trend

Politicos with message look to other ad media

By Elise Burroughs
presstime staff writer

When it comes to political advertising, many dailies and state press associations report newspapers were left in the dust on last year's campaign trail as candidates continued their stampede to the broadcast media.

A few newspaper-business executives already are scouting out ways to buck that trend in 1984. They say getting out of the gate early is the key.

No one keeps statistics on the total political advertising linage carried in U.S. newspapers, and the amount generated by individual campaigns depends on the unique characteristics of each race.

Nevertheless, newspaper executives, state press associations and political consultants agree that electronic media are the overwhelming favorites when it comes to selling candidates. "They always go for sight-and-sound ads," says Robert Campbell, financial advertising manager for the Chicago Sun-Times.

For example, the Minnesota Newspaper Association was generally pleased with its selling efforts in 1982. The association placed $361,380 in political advertising in its daily and weekly newspaper members. But MNA estimates Minnesota candidates spent a total of $15 million in advertising.

In Illinois, even big-city dailies such as the Chicago Tribune and Chicago Sun-Times saw very little advertising from a hotly contested gubernatorial race. Smaller papers received some ads from local candidates but virtually nothing from statewide and federal campaigns. The Illinois Press Association, which places ads in daily and weekly newspapers, landed just $80,000 from three congressional campaigns for its members.

In Ohio, efforts to interest statewide candidates in newspaper ads were unsuccessful until two days before the election. At that point, some candidates said they had some money left over and wanted to buy newspaper ads, but they were too late even for newspaper deadlines, according to Kenneth A. Leach, advertising manager of the Ohio Newspaper Association.

Yet in a number of other locations, candidates for local offices and for certain congressional seats were big users of local newspaper ads.

Pluses and minuses. The varied use of newspaper advertising reflects the advantages and the disadvantages politicos and their media managers perceive in the medium.

Statistics gathered by the Newspaper Advertising Bureau and by some individual newspapers show that many voters rely heavily on newspapers in deciding for whom they will vote. Also, the demographic characteristics of the average voter are similar to those of the typical, regular, newspaper reader.

In addition, newspapers make it possible for a campaign to get across a position on a complicated issue. Local referenda such as bond issues, particularly, can be bonanzas for newspapers.

But millions of dollars are spent every election year on statewide and federal campaigns, and those candidates almost invariably make television and radio ads their priorities. Newspaper and advertising executives say there are several reasons:

- Federal laws require that broadcast stations sell or give some campaign time to candidates for federal office and that all political advertising be sold at the lowest rate charged to other advertisers. In contrast, newspapers generally charge candidates—even local ones—the national ad rate, their most expensive category.
- Some observers believe there is a trend toward campaigns that stress candidates' images rather than their positions on issues. "You can't create mood and image quite as readily in print ads" as in television commercials, says John Ashford, executive vice president of Rosslyn, Va.-based Matt Resse and Associates, a

political public relations firm.

- Even running on the issues does not mean candidates automatically will use newspapers. Consultant Ashford says that in many newspaper markets, direct mail—with its ability to pinpoint recipients—is a powerful print competitor to newspapers.
- Candidates know they usually can count on newspapers to transmit detailed accounts of speeches and policy statements through news stories without the expense of buying ads.
- Many statewide and federal campaigns use advertising agencies and professional campaign consultants, most of whom have national advertising backgrounds. They are more familiar with the strengths of television and radio advertising than with those of newspapers.
- Newspapers are viewed as a local, community medium while statewide and federal candidates want to reach as many people as possible over large areas.
- The difficulties faced by any national advertiser in placing newspaper ads, such as complicated rate cards and different sizes, are even more formidable for officials running a hectic political campaign. And a common newspapers requirement—that political advertisers pay in cash—further lessens their attractiveness.

Lackluster selling efforts. But political consultants say there is another reason why newspapers are at the bottom of the advertising totem pole.

"Newspapers do the worst job of telling their story," says Ashford, a former newspaper reporter and longtime campaign consultant. "In 17 years, I have never been approached by a newspaper or a publishers association."

A spokeswoman for MG and Casey, a Detroit advertising agency, agrees that many newspapers do a poor job of soliciting political ads. "They wait until the last week, and they don't give (candidates) any preferential treatment," she says.

Michael B. Kramer, manager of the Minnesota Newspaper Association, concedes that of all media, "we're one of the worst marketers." Broadcast sales people send rate cards as soon as candidacies are announced, follow up with elaborate presentations and routinely negotiate ad rates. In contrast, newspapers generally have a take-it-or-leave-it attitude, Kramer says.

On occasion, a publisher's raw resentment of the way candidates treat newspapers has surfaced. The publishers have complained that candidates expect extensive news coverage of their appearances, speeches and press releases—yet they neglect to purchase ads in newspapers.

Resentment ran so high last year that several newspapers announced limits on the amount of publicity they would give campaigners if appearances or announcements were routine and not otherwise newsworthy.

Publisher Ralph Clayton of The Democrat-Argus and The Pemiscot Journal, weeklies in Caruthersville, Mo., says he stuck to restrictions he outlined during the 1982 campaign [presstime, July 1982, p. 64]. He says the furor may have helped encourage one candidate who placed an eight-page campaign tabloid ad in a number of Missouri newspapers; but aside from that, he saw little change from previous years.

The MNA's Kramer says publishers sometimes are their own worst enemies when it comes to dealing with campaigners. One Minnesota candidate who lavished more than $7 million on an unsuccessful Senate campaign bought newspaper space for a weekly political column early in his race. A few publishers took him to task with editorials criticizing his apparent eagerness to buy a Senate seat. The candidate retaliated by canceling ads in his critics' newspapers.

Sponsoring seminars. The Eugene (Ore.) Register-Guard (evening, 64,650) takes another tack. For the past eight years, the newspaper has gone out of its way each election year to acquaint candidates with what the newspaper has to offer. The cornerstone is the newspaper's "political seminar."

Advertising Director James A. McComb Jr. says the Register-Guard invites candidates and officials of the major political parties to the seminar, which is held on an evening early in the year—well before the primaries. "Sometimes there is more to be garnered from the primary than from the election," McComb explains.

He says the seminar is not fancy: coffee and tea but no drinks or dinner. It begins with a welcome from the publisher and is followed by a presentation from the editorial page editor, who explains the newspaper's policies on endorsements, letters to the editor and other campaign matters.

The chief political writer follows with a discussion of how news coverage is decided. The political writer also goes over the newspaper's standard request for candidates' biographical information and photos, and, when possible, he or she announces the staff members assigned to each campaign.

"Then I give a pitch on newspaper advertising," McComb says. This consists of statistics on why newspaper ads are effective and tips on successful advertising techniques. After a slide show of creative ads put together by the Register-Guard staff, there is a question-and-answer session.

In addition, the newspaper hands out "A Handbook of Winning Ideas for Political Advertising." The publication includes the newspaper's political advertising guidelines, a rate card, research information on the Register-Guard's readers and market, and samples of successful political ads.

Although the handbook is tailored to promote the Register-Guard's usefulness to campaigners, it draws heavily from a Newspaper Advertising Bureau publication, "Twenty-Three Winning Ideas for Political Advertisers," which is available from NAB headquarters in New York City.

The 1982 seminar in Eugene drew about 130 candidates, campaign workers and political party officials. McComb has given presentations describing the program at newspaper-business meetings. Several newspapers and state press associations are using it as a model for their political advertising efforts.

It is difficult to compare political ad volume from election year to election year because advertising often depends on how hot or cold specific races are. Nevertheless, McComb says, political ad linage has increased since the Register-Guard started its seminars.

Although the 1982 elections took place just three months ago, and the next presidential election is nearly two years away, the campaign season is being born. The presidential primaries are but a year away, and some candidates already have qualified for matching federal campaign funds.

McComb and others familiar with political advertising say it is not too early for newspapers to start thinking about how to pry some advertising dollars loose from budding '84 campaigns. □

4,000 consumers give details on how America shops, buys

By Craig C. Standen

One of the largest and most important market research projects the newspaper business has ever undertaken was unveiled Jan. 11 at the National Retail Merchants Association convention.

This was the first presentation of the Newspaper Advertising Bureau's comprehensive survey of the general-merchandise buying intentions and actual shopping performance of a national sample of 4,000 American consumers. They were interviewed twice over a two-week period in 1982 by the Response Analysis Corp.

At the NRMA convention, in a presentation called "How America Shops and Buys," Leo Bogart and Al Eisenpreis of the bureau showed the nation's retailers there are some very fundamental reasons why their success depends on continuing to make the daily newspaper the backbone of their advertising programs.

Many of you will see (and use) this presentation in the months ahead, and almost everyone in the newspaper advertising business will use much of the data from the research report for many years to come. The study tells us much about the basic ways in which Americans do their planning, shopping and buying.

The most important fact for us and for retailers is that the market for almost every kind of merchandise is "thin." This means that in a typical week, relatively few people are in the market for any particular kind of merchandise.

For example, even though millions of pairs of shoes are sold every week, in any one week only six out of every 100 adults buys shoes.

Certainly that's a "thin" market—and yet the market is even thinner for most other general-merchandise items. In the course of any given week, only three of every 100 women buy a dress, two buy lingerie, and one buys sheets or dishes. Out of every 100 men, three buy shirts, two buy sports equipment and one buys a small appliance.

When we asked our sample of consumers about their plans to buy or shop for items of general merchandise (i.e., excluding groceries, drugs and toiletries) and then followed up a week later to see what they had actually bought, we found that only 35 percent of them had bought what they had planned to buy. Of the other 65 percent, 17 percent changed their minds about buying, and 48 percent were still planning to buy the same item.

The most important fact for us and for retailers is that the market for almost every kind of merchandise is "thin."

That's not surprising, but this is: *80 percent of the purchases they made were unplanned.*

Such unplanned purchases, which obviously are vital to the retailer, were triggered by a number of factors, including advertising. In fact, four out of ten of these unplanned purchases were traced to advertising—and 61 percent of these to newspaper advertising, a far higher percentage than for all other media combined.

The research also shows that today, men account for three-quarters of all purchases of men's clothing. This finding contrasts with a 1965 finding that women bought more men's clothes than men did.

With the greater number of working women and one-person households we have today, the fact that men are buying most of their own clothes makes sense. And the changed situation certainly affects the way they are advertised.

In another area, more than half of our sample said they have easy access to three or more shopping centers or malls. Yet in the past three months, more than a third of them had traveled 10 miles or more to buy an item costing $300 or more. Sixty-six percent said price was the reason they chose the store where they made their last major purchase. Just to underline that point, "convenient location" was the least frequently mentioned reason for choosing a store where a purchase was made.

Our presentation to NRMA concluded with 10 recommendations for retailers based on the study's findings:

1. Make merchandising news. Because the "active" planning-to-buy period is short, your advertising needs a sense of urgency, and it is welcome information to the people who are ready to buy right now.

2. Analyze your customer mix. Ask your customers where they buy various items, and match your position against your competition.

3. Differentiate between your store and others that offer the same types of goods. Emphasize private-label merchandise, exclusives, shopping ease and services.

4. Orient your merchandising and advertising to the customers who come by car—95 percent of the total, according to the survey. Because our study showed that shoppers would travel considerable distances to save money, make sure your ad media cover your *real* trading area.

5. Engineer your store traffic into sales. Ads generate traffic, but store layout, display and service can trigger latent purchasing plans.

6. Promote repeatedly the items with broad appeal. Stores often get tired of promoting an item long before customers tire of seeing it. Remember, too, that next week's active prospects will be different than this week's.

7. Review your position with your male customers—merchandise, service and advertising. Men account for a larger share of purchases than they did a decade ago, and you've got to communicate with them directly.

8. Tell the facts about your merchandise, especially price. Avoid ads in which price information is unstated or unclear.

9. Aim your advertising at your store's full market potential, not just at pre-selected customers. In a thin market, you can't afford to miss any customer.

10. Advertise often. Advertise many items. To do this effectively, and to reach the largest number possible every day, it's almost a necessity to make the daily newspaper what it has always been: the retailer's basic advertising medium. ☐

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Circulation reported stable in '82

The Audit Bureau of Circulations' annual newspaper circulation study shows the number of U.S. dailies and their total circulation remained stable with only very slight declines in each, despite a record number of mergers, suspensions and changes in frequency.

But Sunday circulation, which had been on the upswing the past few years, suffered a mild decline despite an increase in numbers from 720 to 732, according to the ABC count.

ANPA also completed its annual compilation of daily newspaper start-ups, suspensions and mergers. (See chart below.) It showed a net decrease of 21 in the number of U.S. dailies, whereas ABC figures disclosed a loss of only three.

The discrepancy stems from a variety of factors, chief among them being different sources; different counting periods (ABC counts from Sept. 30, 1981 to Sept. 30, 1982, whereas ANPA uses calendar year 1982); differences in the organizations' definitions of daily newspapers and in the method of counting merged newspapers [presstime, May 1982, p. 58].

ABC counts circulations by focusing on six-month periods (March 30 to Sept. 30), averaging the figures throughout the period, and comparing the totals with the comparable period the year earlier. In its Jan. 19 announcement, ABC reported that:

- Total average reported circulation for 1,718 morning, evening and all-day newspapers was 62,157,655, down 80,691 copies (.13 percent) from 1981.
- Circulation of 732 Sunday newspapers was 54,425,516, down 328,718 (.6 percent).
- Morning circulation was 28,936,595, up 1,329,258.
- Evening circulation was 26,527,771, down 2,905,108.
- All-day circulation was 6,693,289, up 1,495,159 copies.
- The number of daily newspapers decreased from 1,721 to 1,718. Morning papers increased by 47 to 406; evening papers decreased by 52 to 1,280; all-day papers increased by two to 32.

ABC also reported that Canadian daily and Sunday newspaper circulation increased. Daily circulation was 5,338,460, up 34,136 copies (.66 percent) from the year before. The number of dailies remained the same at 120. Sunday circulation increased 12 percent to 2,067,183 for 16 papers, two more than in 1981. ☐

ANPA 1982 scoreboard

There was a net loss of 21 daily newspapers in North America last year, compared with a net loss of six in 1981 [presstime, Feb. 1982, p. 47].

Seven new dailies were started in 1982; 28 others stopped publishing daily. Of those 28, 10 suspended outright (three of them one cycle of all-day operations), 11 were lost through mergers and seven converted to weekly frequency.

New dailies started were:

- USA Today (Sept. 15)
- Pinole (Calif.) West County Times (Oct. 1)
- Washington (D.C.) Times (May 17)
- Milledgeville (Ga.) Union-Recorder (March 2)
- Kailua-Kona (Hawaii) West Hawaii Today (March 1)
- Jenkintown (Pa.) Montgomery County Record (April 19)
- Kamloops (British Columbia) News (Sept.)

Suspending outright were:

- Covina (Calif.) San Gabriel Valley Tribune (evening edition—April 17)
- Pomona (Calif.) Progress-Bulletin (morning edition—April)
- Jupiter/Tequesta (Fla.) Journal (Feb. 19)
- Decatur (Ill.) Herald & Review—(evening edition—June 7)
- Waseca (Minn.) Journal (June 11)
- Yazoo City (Miss.) People's Press (Sept. 6)
- Buffalo (N.Y.) Courier-Express (Sept. 19)
- Cleveland (Ohio) Press (June 17)
- Geneva (Ohio) Star-Beacon (n/a)
- Philadelphia (Pa.) Bulletin (Jan. 29)

Converting to weekly were:

- Willows (Calif.) Journal (Oct.)
- Lamar (Mo.) Democrat (March 10)
- King of Prussia (Pa.) Today's Post (Feb.)
- Renovo (Pa.) Record (March 3)
- Camden (S.C.) Chronicle-Independent (Oct.4)
- West Bend (Wis.) News (Sept. 14)
- Whitehorse (Yukon) Star (Oct.)

Merging were:

- Oakland (Calif.) Eastbay Today (with Oakland Tribune—Oct. 22)
- Sarasota (Fla.) Journal (with Sarasota Herald-Tribune—July 12)
- Tampa (Fla.) Tribune and Tampa Times (to all-day publication—Aug. 14)
- Des Moines (Iowa) Tribune (with Des Moines Register—Sept. 27)
- Peabody (Mass.) Times (with Beverly Times—June 14)
- Duluth (Minn.) Herald (with Duluth News-Tribune—Aug. 2)
- Little Falls (Minn.) Daily Transcript (with St. Cloud Daily Times—Nov. 23)
- Minneapolis (Minn.) Star and Minneapolis Tribune (to all-day publication—April 5)
- Springfield (Ohio) News and Springfield Sun (to all-day publication—May 3)
- Portland (Ore.) Oregon Journal and Portland Oregonian (to all-day publication—Sept. 6)
- Spartanburg (S.C.) Journal (with Spartanburg Herald—Oct.)

ABC proposes new rule on NIE copies

A proposal to change the way the Audit Bureau of Circulations reports sales of some newspapers used in schools has some NIE personnel concerned.

Currently, school subscriptions sold in bulk that meet paid eligibility rules are reported as paid sales, rather than bulk sales, in ABC reports. That policy was adopted in 1960 to accommodate Newspaper in Education programs, according to ABC Senior Vice President, Assistant Managing Director Howard W. Kutz.

The proposal would put into the bulk sales category school subscriptions that are sold because of a specific subject featured in the newspaper *and* are sponsored by a third party.

An example of when subscriptions would be moved from paid to bulk, Kutz said, would be when a newspaper runs the script of a television special, and a corporate sponsor picks up the tab for copies of the newspaper containing the script to be distributed in the schools.

"There is a big difference," Kutz maintained, between NIE programs, which he characterized as using newspapers "on a regular basis in much less quantity," and "flooding a school with several thousand copies over a period of two or three weeks."

Kutz said it was his impression from talking with some newspaper circulation directors that this type of sale was being encouraged by newspapers, that in competitive markets if one newspaper made this kind of sale its competitor also felt it had to do it to keep up, and that the situation had become "kind of a game." He said there is a "serious question" whether there is any benefit to advertisers, other than to the sponsor of the school sales, in this kind of practice.

Linda B. Skover, manager/education services of the ANPA Foundation, said, "If the change leads to a decrease in special sections which have educational value because of the inability to count them as regular NIE circulation, it would be of great concern to NIE programs nationally."

The proposal is expected to be up for final approval at the ABC Board meeting Feb. 13-16 in Palm Springs, Calif. ☐

Newspaper strikes drop to 28-year low

By Clark Newsom
presstime labor writer

Newspaper strikes started in 1982

Cities and newspapers	Unions	Began	Ended
New York Times	Deliverers	2-24-82	2-24-82
Ottawa, Le Droit	ITU	3-5-82	3-25-82
Peterborough (Ontario) Examiner	ITU	9-15-82	9-15-82
		9-28-82	9-28-82
Philadelphia Inquirer and Daily News	GAIU Guild Independent IAM IBT IPGCU ITU SEIU	10-1-82	10-1-82
Sherbrooke (Quebec) La Tribune	ITU	4-9-82	7-29-82
Trois Rivieres (Quebec) Le Nouvelliste	Independent	4-7-82	4-9-82
	ITU	4-28-82	5-20-82
Welland (Ontario) Evening Tribune	ITU	10-6-82	---

Last year saw the fewest number of U.S. newspaper strikes begun since 1943. The total: two. And each was only for a day.

In Canada, however, 150 publishing days were lost in six strikes.

Thus, 1982 represented a reversal from 1981, when there were 10 newspaper strikes in the United States and two in Canada [presstime, Feb. 1982, p. 32].

Even with the higher figure in Canada, though, the North American total of eight strikes was the lowest since 1954, when there were seven. As recently as 1978, 30 newspaper strikes took place. (See graph, p. 35.)

Why the sharp decline?

Charles A. Perlik Jr., president of The Newspaper Guild, said the general economic climate is one factor. "It's not a time when people are aggressive," he said. "We're pleased with the growing size of wage settlements that made strikes unnecessary."

"I think both sides have tried to be a little more cooperative in their negotiations," said Joe Bingel, president of the International Typographical Union. "I hope 1983 proves to be like 1982. We want to keep our people working."

Another ITU official noted that his union is looking at alternatives to strikes under a new policy approved by the membership. ITU members recently voted to amend the union's constitution to permit expenditures from the strike fund for "activities in lieu of a strike" [presstime, Jan. 1983].

The new ITU policy has already been launched with a "corporate campaign strategy" against Capital Cities Communications Inc., owner of the Kansas City Star and Times, where ITU composing room and mailroom contracts expired in 1980.

The ITU has retained the consulting services of the Washington, D.C.-based Kamber Group to design an "informational" campaign to put pressure on the company to come to an agreement with the union.

"As far as I know, the campaign has not manifested itself in the Kansas City metropolitan area yet," said James H. Hale, publisher and chairman of the board of The Kansas City Star Co.

Despite its new strike-alternative policy, the ITU was one of eight unions that joined together to strike the Philadelphia Inquirer and Daily News at the beginning of October. Publication of both papers was suspended Oct. 2.

The other U.S. walkout was Feb. 24 by the Newspaper and Mail Deliverers' Union of New York and Vicinity against The New York Times. Truck drivers refused to work during that day because of an overtime pay dispute.

Canadian strikes. The ITU was involved in five of the six strikes against Canadian dailies.

La Tribune of Sherbrooke, Quebec, was shut down for four months before resuming publication Aug. 9, following ratification of a three-year agreement by editorial and production employees.

Another lengthy strike that began Oct. 6 continued in late January of this year at The Evening Tribune in Welland, Ontario. The newspaper is continuing publication. The strikers, meanwhile, are putting out their own paper.

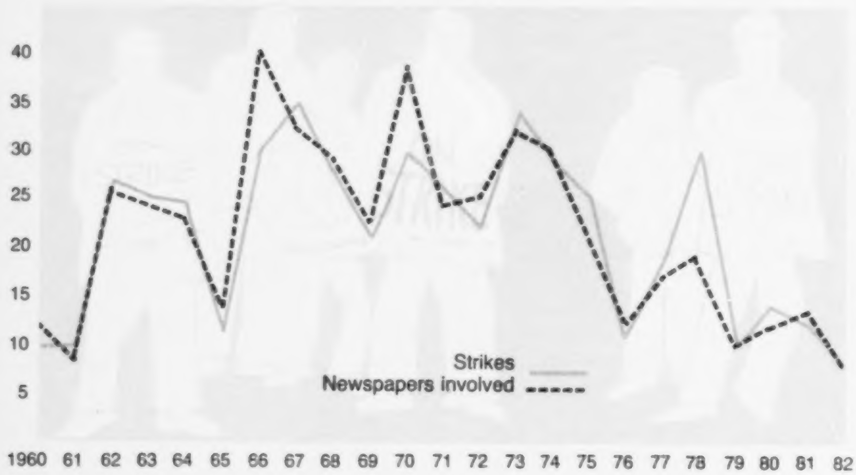
The Peterborough (Ontario) Examiner missed two days of publication in September during job actions by the local typographical union that represents composing room employees and another bargaining unit of editorial and commercial employees. The union refused to characterize its members' refusal to work on Sept. 15 and 28 as a strike.

Le Nouvelliste of Trois Rivieres, Quebec, missed two issues April 8 and 9 after advertising employees represented by an independent union set up a picket line. The newspaper was shut down again when the ITU, representing production and delivery employees, struck between April 28 and May 20.

Another French-language daily, Le Droit of Ottawa, was struck by ITU-represented production workers March 5. The newspaper resumed publication March 26 following an agreement on a new contract.

Pre-1982 strikes. In strike activity that carried over from previous years, there were these developments in 1982:

- The last two unions representing employees at the Wilkes-Barre (Pa.) Times Leader were decertified as bargaining agents in 1982. Four unions struck the newspaper in 1978.
- The ITU local representing employees at the Covington Virginian also was decertified. The union struck the daily in 1981.
- Another 1981 strike ended when members of The Newspaper Guild returned to their jobs at the Terre Haute (Ind.) Star and Tribune after 11 months on the picket line. The newspapers continued



North American daily newspaper strikes (1960-82)

publishing during the strike.

Still unresolved is a two-year-old strike by the ITU at The News of Paterson, N.J. An administrative law judge of the National Labor Relations Board recommended last September that the board order the newspaper to reinstate the strikers [presstime, Nov. 1982, p. 35].

A paper's ability to distribute during a strike remains an important deterrent. ☐

Failure to open books ruled violation

The National Labor Relations Board Jan. 6 adopted an administrative law judge's findings and conclusions that the Boston Herald American violated the Taft-Hartley Act in its negotiations with a union representing editorial department employees.

Judge Norman Zankel issued his decision Nov. 30, three weeks before The Hearst Corp. sold the tabloid (recently renamed The Boston Herald) to Rupert Murdoch's News America Publishing Inc. [presstime, Jan. 1983, p. 48].

An attorney for the Herald said the NLRB decision has no impact on the Murdoch-owned newspaper and applies only to The Boston Newspaper Division of The Hearst Corp., which is being phased out.

Zankel found that the Herald American violated the labor law when it refused to give the American Federation of News Writers, Reporters and Editorial Workers access to books and records related to its claim of inability to meet the union's economic demands.

The judge noted that the U.S. Supreme Court in 1956 established the duty of an employer to furnish financial records to a union in situations where the employer makes such data relevant by claiming an inability to pay.

The company did not file exceptions to Zankel's decision.

(The Boston Newspaper Division, Hearst Corp., and American Federation of News Writers, Reporters and Editorial Workers, JD-500-82) ☐

New NLRB chairman named

President Reagan has named John C. Miller to a recess appointment as chairman of the NLRB.

The appointment will enable him to head the agency until the Senate acts on the nomination of Assistant Secretary of Labor Donald L. Dotson to a full five-year term [presstime, Jan. 1983, p. 35].

Miller has served in many capacities at the board, most recently as counsel to former Chairman John R. Van de Water. He had been nominated to be general counsel of the Federal Labor Relations Authority, the body responsible for administering labor relations in the federal sector, but the Senate ended the lame-duck session just before Christmas without taking action on either his nomination or Dotson's. ☐

Vermont court rules strikers entitled to jobless benefits

The Vermont Supreme Court has ruled that strikers can collect unemployment compensation benefits when the strike does not substantially curtail their employer's operations.

The decision came on an appeal by the Rutland Daily Herald of a state unemployment compensation board ruling that allowed 21 strikers represented by Printing Pressmen and Assistants' Union No. 303 to collect benefits after they struck the daily on Oct. 3, 1980.

The Daily Herald had argued that the strikers were not entitled to benefits because of a provision in Vermont's Unemployment Compensation Act that denies benefits to workers whose unemployment is caused by a "stoppage of work which exists because of a labor dispute" at their place of employment.

The Daily Herald contended that the phrase "stoppage of work" applied to the cessation of work by the strikers.

But the state's highest court unanimously rejected the newspaper's arguments. It noted that the Vermont law was patterned after a federal model prepared in 1936 and followed by 33 other states. The court said that the phrase has been subject to judicial interpretation in 23 states and that in 22 of them it has been interpreted as referring to the operations of the employer, not to the workers themselves.

Because the newspaper's operations were not stopped as a result of the labor dispute [presstime, Nov. 1980, p. 33], the strikers were entitled to benefits, the court ruled.

The court also noted that the Vermont Legislature could have reacted in 1982 to the state agency's decision to grant jobless benefits to strikers.

However, Daily Herald Publisher Robert W. Mitchell told presstime the reason the Legislature did not act was because the case was pending before the court.

The union no longer represents employees at the newspaper. It filed a "disclaimer of interest" letter with the NLRB in December 1981.

(Trapeni v. Department of Employment Security, No. 515-81) ☐

Permanent bar to reemployment violated agreement

An arbitrator has ruled that the San Francisco Newspaper Agency violated its labor pact with a pressmen's union by refusing to rehire a discharged employee.

Pressman Michael Tenorio had been discharged in 1978 for allegedly threatening another employee. In 1981, Web Pressmen's Union No. 4 referred him to the newspaper agency for a job, but the agency refused to reemploy him.

Arbitrator Robert LeProhn said the agency had not made any effort to ascertain whether Tenorio's "behavior patterns" had changed since his discharge. "Evidence adduced from employers for whom Tenorio has worked since his 1978 discharge manifests a rehabilitation," the arbiter said.

He said the agency's refusal to rehire the grievant was "arbitrary and perfunctory in view of the staleness of the incidents of misconduct upon which the rejection rested." He remanded the matter to the parties for them to fashion a remedy.

The agency, which performs noneditorial functions for the San Francisco Chronicle and the San Francisco Examiner, is seeking to have LeProhn's award overturned in U.S. District Court. ☐

Former Grit employees file discrimination suit

Four former employees of Grit have filed an age-discrimination suit against the Williamsport, Pa.-based weekly national newspaper.

The plaintiffs, ranging in age from 44 to 60, allege that Grit engaged in a "pattern of discharging older, higher-paid employees" and replacing them with younger workers at lower wages. Two of the former employees were in production jobs, one was in management and the other was in a lesser administrative position.

The Age Discrimination in Employment Act outlaws job discrimination against workers between the ages of 40 and 70 [presstime, Dec. 1982, p. 34].

"We're going to court," said Grit President James H. Crossley. "They have no case as far as we are concerned." ☐

Time retains Star pension fund

A U.S. District Court judge has dismissed a suit brought by unions alleging that Time Inc. improperly amended an employee benefits trust agreement shortly before it closed The Washington Star.

The suit alleged that Time was trying to divert excess assets from the trust fund through which retired employees are paid benefits [presstime, Dec. 1981, p. 40].

Judge Barrington D. Parker ruled in Washington, D.C., Jan. 17 that Time was entitled to the $4 million that was left over from the fund after the company arranged for full funding of benefits for about 1,000 retirees.

He said the former employees "should not be able to claim a windfall" because the company had more in its pension fund than was needed to meet claims.

The suit only involved the surplus funds in the plan.

The Washington-Baltimore Newspaper Guild, which was a party in the suit, was successful, however, in another case involving the Star. The U.S. District Court in Washington upheld an arbitrator's ruling that in a case of economic dismissal, four weeks' notice and pay for each of those weeks were required by the Star's labor agreement with the union. The Star gave two weeks' notice before shutting down in August 1981.

Under terms of the sustained arbitration, Time Inc. has sent checks for an additional two weeks' pay to more than 400 people who had worked under the Guild's jurisdiction. The payment was in addition to severance compensation [presstime, April 1982, p. 38]. ☐

EEOC targets newspapers

The Equal Employment Opportunity Commission included the newspaper industry in a list of 11 types of employers regarded as potential violators of the Equal Pay Act and the Age Discrimination in Employment Act.

The list is intended as a guide for agency personnel responsible for investigating and processing charges of discrimination under the federal statutes. Newspaper reporters and editors are specifically targeted as having "significant litigation potential" under the EEOC's Early Litigation Identification program.

Additional arbitration awards

Baltimore Sun, ITU: William M. Edgett upheld the company's right to assign a printer to work on a VDT outside the composing room.

Rocky Mountain News, Denver, ITU: John Phillip Linn converted to a 30-day disciplinary suspension the discharge of a printer for posting a Ku Klux Klan card in the composing room.

Detroit News, Guild: Gabriel N. Alexander found that the temporary assignment of reporters in the sports department to copy editing did not create a new job classification.

Detroit News, Teamsters: Gabriel N. Alexander reinstated a circulation department employee who had been discharged for violating the company's money-handling policies. Alexander found no monetary loss was involved.

Detroit News, Teamsters: Gabriel N. Alexander denied a grievance seeking reimbursement for the cost of replacing windshield glass in a district manager's truck; an insurance company already had paid a claim to cover the cost.

Detroit News, Teamsters: Edwin R. Teple decided that a district manager was entitled to an increase in mileage allowance.

Detroit News, Teamsters: Edwin R. Teple sustained the discharge of an employee for absenteeism; the employee previously had been reinstated under a "last chance" agreement.

Elgin (Ill.) Courier-News, IPGCU: James P. Martin determined wages, manning and benefits in a new two-year agreement expiring March 21 of this year.

Erie (Pa.) Morning News and Daily Times, Guild: Herbert R. Northrup rejected the union's contention that part of the work performed by the managing editor of a weekly magazine insert should be taken over by an employee within the union's jurisdiction.

Spectrum of human resources covered in 3-day conference

More than 100 participants in the fourth annual ANPA Labor and Personnel Relations Conference heard what human resources management can do for newspapers, how government developments affect the newspaper as an employer and which techniques work best in dealing with labor unions in this technological era.

Rep. Stanley N. Lundine (D-N.Y.), the former mayor of Jamestown, N.Y., highlighted his experiences with local labor-management committees and discussed the possible role of such committees on the national level.

In Jamestown, he noted, management and labor unions ended their adversarial relationship and improved the economy.

Dunbar M. Helsey, director of marketing for the Aetna Life and Casualty Co., discussed how alternative benefits packages can help contain health-care costs.

John C. Hedlund, president of California Offset Printers in Glendale and chairman of the Printing Industries of America, said a new management style is needed to cope with the changing labor environment.

Douglas C. Harris, vice president/personnel for Knight-Ridder Newspapers Inc., discussed trends in human resources management.

Copies of the presentations by Lundine, Helsey, Hedlund and Harris are available without charge from the ANPA Public Affairs Department at The Newspaper Center, Reston, Va.

Other speakers at the Jan. 12-15 conference in Boca Raton, Fla., included:

- John R. Van de Water, special assistant to the U.S. secretary of labor and former National Labor Relations Board chairman, who explained how the department and board may deal with labor-management relations in the transition to a post-industrial, high-technology society.
- George Cashau, coordinator of operations at the ANPA Research Institute, and ANPA Director George W. Wilson, publisher of the Concord (N.H.) Monitor, who covered wage-hour laws and regulations, and recent developments in occupational safety and health.
- James W. Walker, vice president of the consulting firm Towers, Perrin, Forster & Crosby in Boston, provided perspective on human-resource management.
- John A. Zangerle, an attorney with Baker & Hostetler, Cleveland, who specializes in work-place environmental litigation, discussed the implications for newspapers of emerging cases involving compensation claims for employees who incur disease or disability allegedly caused by hazardous agents in the work place.

Stanley N. Lundine

John C. Hedlund

Other highlights of the program included panel discussions on the growing role of government regulation in the employee benefits area, and on how personnel professionals can help newspapers improve internal communications and appraise employee performance.

The 1984 conference will be in Phoenix, Ariz., Jan. 8-11. ☐

Houston Post, ITU: Richard F. Dole Jr. sustained the discharge of a printer for failing to follow a supervisor's orders.

Minneapolis Star and Tribune, Mailers: John W. Boyer Jr. upheld the discharge of a mailer for leaving the building during working hours without permission and for threatening a supervisor when he returned.

Oakland (Calif.) Tribune, Teamsters: Harvey Letter upheld the company's right to select the circulation department's home-delivery field advisors without regard to seniority. At the same time, however, he ruled that seniority must be considered in the selection of days off, and that advisors regularly assigned to a district must be replaced on their off days and vacations.

San Diego Union and Tribune, Guild: Robert M. Leventhal ruled that the company did not violate the labor agreement by requiring an editorial employee to obtain advance permission before working as media director for a county fair.

Warren (Pa.) Times Observer, ITU: Charles L. Mullin Jr. found that the use of VDTs in the advertising department did not violate the union's jurisdiction.

Washington Post, Guild: Herbert Fishgold converted to a 30-day disciplinary suspension the discharge of a part-time classified advertising telephone sales representative for taking a vacation after her request for time off had been denied.

Washington Post, Mailers: Lewis M. Gill upheld the five-day disciplinary suspension of a mailer for walking off the job at the end of his shift but before the work was completed.

Washington Post, Paper Handlers: James M. Harkless granted the union's request for the assignment of a fourth paper handler when three presses are operating at the company's Springfield, Va., plant.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center, Reston, Va.)

UPI, Wire Service Guild have tentative agreement

United Press International and the Wire Service Guild reached a tentative agreement Jan. 12 on a new labor contract to succeed the one that expires April 15.

The agreement would raise the top minimum wage for reporters and photographers with six years' experience from $512.85 to $645.26 in October 1985.

William Morrissey, president of the Wire Service Guild, hailed the agreement as "a model for journalists throughout America."

The union currently is negotiating with the Associated Press. The AP contract expired Dec. 31.

In late December, members of the Canadian Wire Service Guild ratified a one-year extension of their contract with the Canadian Press. A 9.5-percent, across-the-board wage increase became effective Jan. 1, raising the salary of a reporter-editor with five years' experience from $571.50 to $625.79 a week. ☐

Guild and ITU hit financial snag in merger

By Clark Newsom
presstime labor writer

The presidents of the International Typographical Union and The Newspaper Guild will meet in mid-February in an attempt to sew up a merger document that began unraveling in late December.

Difficulties arose when ITU Secretary-Treasurer Thomas W. Kopeck, who has opposed the document, projected that the proposed "Media Employees International Union, ITU/TNG," would run a $2.5-million deficit in its first year.

Kopeck's calculation was based largely on a predicted decline in the ITU's dues-paying membership to 40,000 by mid-summer, down 7,000 from earlier estimates. Kopeck said in a memo to ITU President Joe Bingel that deficit financing "will inevitably produce a bankrupt union."

Kopeck's predictions led to the sudden postponement of the Guild's scheduled Jan. 12 special convention in Cleveland to consider the proposed merger agreement. Also scrubbed were the planned March membership referenda of both unions [presstime, Nov. 1982, p. 34].

However, none of the officials of the two unions contacted by presstime would say the merger is off. "A lot of noses are out of joint right now," one noted, but he predicted that time will straighten them out and that the current snafu is only a temporary delay.

To discuss the last-minute hitch in the merger process, Bingel and Guild President Charles A. Perlik Jr. will meet in Miami Beach, Fla., prior to the annual mid-winter meeting of the AFL-CIO's Executive Council Feb. 21-28. The mini-summit was directed by the unions' merger committees, which remain in recess until reconvened by the presidents.

Bingel said in a notice to members that he and Perlik will "attempt to agree on a financial data base for the new union and develop proposals for solving the financial problems, including a provision for a balanced budget."

The ITU's five-member executive council has been divided on the merger document. Kopeck and Vice President Robert S. McMichen have opposed it, Vice Presidents Robert L. Wartinger and Allan J. Heritage have supported it, and Bingel has been publicly neutral.

At the regular winter meeting of the Guild's 16-member International Executive Board Jan. 12-14 in Washington, D.C., a resolution was adopted without dissent stating that the board "regrets the disruption of the merger process" and "affirms its absolute support of merger with the ITU."

The board urged the top executives of both unions "to take quick and effective steps to resolve existing differences between the two unions, some of which have the appearance of being manufactured at the last minute in a deliberate effort to sabotage merger."

The Guild board stated: "After six years of exhaustive and exhausting work, negotiators for both sides created a merger document that was workable, desirable and acceptable. The flaws that now have appeared in that agreement can and should be quickly resolved."

Any change in the merger document would have to be approved by the ITU's Executive Council and by the Guild's International Executive Board. Then the Guild would have to reschedule a special convention to consider it.

The next regular meeting of the Guild's board is set for April.

Guild Secretary-Treasurer Charles Dale said it is unlikely that another special convention will be scheduled before that union's regular annual convention June 27-July 1 in Cleveland.

GAIU-IPGCU movement. Meantime, while the ITU-Guild proposal was snagged over finances, the Graphic Arts International Union's International Council directed union officers to proceed "full speed ahead" for a merger with the International Printing and Graphic Communications Union.

Discussions between the leaders of the two unions were expected to produce by the end of January written documents to be submitted to the governing bodies of each union. Membership referenda would follow.

"Merger seems almost certain," said GAIU President Kenneth J. Brown. "Nothing is certain," he added, "but it looks that way."

The top officers of the two unions already have agreed that a merged union would be called the Graphic Communications International Union and that headquarters would be in the GAIU's building in Washington, D.C.

They also have agreed to a system of governing by a council board composed of 20 officers and 28 board members, half from each union. An attrition formula would reduce the board to 10 officers and 12 board members by 1992.

Currently, the GAIU has an organizing staff of 12 full-time members, with seven in specific regions, three at large, and a director and assistant based in Washington. The IPGCU has three organizers.

The GAIU has 18 international representatives and the IPGCU, 20. □

Top court rules unions may be liable for wages

The U.S. Supreme Court has ruled that a union may be liable for some back wages if its failure to take a discharge dispute to arbitration constituted a breach of its duty of fair representation.

Labor specialists say there has been an increase in suits by union members accusing their unions of breaching their representation duty. A federal appeals court recently found a pressmen's union failed to represent adequately two of its members who were discharged at the San Francisco Newspaper Agency [presstime, Aug. 1982, p. 31].

The dissenters in the Supreme Court's 5-4 decision said the practical effect of the ruling is that unions will seek arbitration of many unmeritorious grievances to avoid responsibility for back pay. The case involved a discharged U.S. Postal Service employee who was a member of the American Postal Workers Union, AFL-CIO.

(Bowen v. United States Postal Service, No. 81-525) □

OSHA reminder

The Occupational Safety and Health Administration requires that employers post in the work place during February the total number of job-related injuries and illnesses that occurred during 1982.

'Employment-at-will' doctrine under attack in state courts

By L. Peyton Hendricks

State appeals courts are gradually whittling away a longstanding bastion of the employment laws called the "doctrine of employment-at-will."

This doctrine states what most people take for granted: that in the absence of a collective bargaining agreement or an individual employment contract, an employee serves purely at the pleasure of the corporation and may be dismissed for any reason, good or bad—or for no reason at all. (This does not include situations where a specific statute, such as Title VII of the Civil Rights Act of 1964, prohibits dismissal.)

Thus, under state law, an employee who was let go under protest had no recourse in the legal system, and the judges would not intervene.

In the last four or five years, however, several states have begun to recognize that there may be some limited circumstances where an employee could challenge his or her discharge in court, or at least that this possibility exists as a matter of legal theory.

The majority of the cases have been grounded on the courts' perceptions that a particular discharge contradicted a clear public policy of the state.

Some examples. Oregon accepted the public-policy exception in *Ness v. Hocks*, a case involving a worker who was fired for serving on a jury. So did Connecticut in *Sheets v. Teddy's Frosted Foods Inc.*, where an employee was dismissed in retaliation for his insistence that his employer comply with a state licensing and labeling law.

In Illinois, a state appeals court recognized a public-policy exception in *Palmateer v. International Harvester Co.*, in which a dismissed worker had accused a co-worker of criminal activity and had volunteered to testify to that effect.

There are more extreme examples of whittling away at the employment-at-will doctrine. A small number of state courts have held there is a requirement of good faith that is implicit in every employment arrangement. In effect, they have imposed a kind of "just cause" requirement on termination decisions.

The New York Court of Appeals, the state's highest court, recently upheld the right of a former employee of McGraw-Hill Inc. to sue the publishing firm for firing him without the "just and sufficient cause" mandated in the company's personnel handbook. California and Michigan courts have rendered similar decisions.

In addition to the fledgling public-policy and just-cause exceptions to the employment-at-will doctrine, there is the more commonly recognized one involving instances where an employee is discharged for filing a workers' compensation claim. When called on to decide the question, the courts usually reason that retaliation for exercising one's right to collect compensation for a job-related injury is forbidden.

Will the erosion of the employment-at-will doctrine continue? Some attorneys note that departures from the old rule in the public-policy and just-cause areas have been carved out only in a few "trendy" jurisdictions and do not represent a permanent change.

Moreover, the underlying reasons for some courts' willingness to carve out exceptions to this basic and well-established rule of employment law are not entirely clear in all instances.

The public-policy exception generally can be viewed as a refusal on the part of the courts to allow private or government employers to thwart what is believed to be the will of a state legislature. On the other hand, most labor counsel probably would have very serious problems with the idea that a personnel manual can be made into a contract—and dismiss it as the purest form of legal fiction.

About the best that can be said at present is that newspaper managers should at least be aware of the issue, watch for developments in their own state and listen to any suggestions by company counsel in this area of the law. ☐

Hendricks, a former ANPA staff attorney, is labor relations consultant for Thomson Newspapers Inc, Des Plaines, Ill.

NLRB elections

Torrance (Calif.) Daily Breeze, Teamsters: Mailroom employees voted 24-5 against further representation by Local 692 of the Teamsters.

(NLRB Case Nos. 31-RD-781, 31-RM-979)

Watsonville (Calif.) Register-Pajaronian & Sun, IPGCU: Editorial department employees voted 14-3 in favor of representation by the International Printing and Graphic Communications Union. They had previously been represented by an independent editorial association.

(NLRB Case No. 32-RC-1723)

Yakima (Wash.) Herald-Republic, ITU: Mailroom employees voted 14-13 in favor of continued representation by Typographical Union No. 614.

(NLRB Case No. 19-RD-1868)

Recent contract settlements

Calgary (Alberta) Herald, IPGCU: Fifteen-month agreement covering pressmen, platemakers, mailers and paper handlers retroactive to July 1, 1982.

Cleveland Plain Dealer, Guild: Twenty-six-month agreement covering employees in the editorial, library and telephone departments retroactive to Aug. 1, 1982.

Cleveland Plain Dealer, Teamsters: Twenty-seven-month agreement covering circulation and garage employees retroactive to July 1, 1982.

Montreal Gazette, Guild: Three-year agreement covering editorial and circulation employees retroactive to July 1, 1981.

Montreal Gazette, IPGCU: Three-year agreement covering pressmen, platemakers, paper handlers, electricians and machinists retroactive to July 1, 1981.

Washington Post, SEIU: Three-year agreement covering janitorial employees retroactive to April 28, 1982.

(Details in January 1983 ANPA Labor & Personnel Relations Letter.)

BEST AVAILABLE COPY

Although costly, color scanner can make difference in quality

By Tom Walker
presstime technical writer

After a decade in which offset printing and computerized copy processing streamlined and improved newspaper production, the business is emphasizing better quality and greater use of color [presstime, Sept. 1982, p. 40; Jan. 1983, p. 39]. One piece of equipment that can help in both regards is the color scanner.

But color scanners—with their price tags of about $100,000 to $750,000-plus and with their general complexity of operation—are not the answer for every newspaper.

What then, determines when a color scanner is a good investment? In most cases, the answer is simply the volume of color work.

The scanning process is quicker than the so-called direct-screen method—making separations on an enlarger. Thus, for big users of color, a scanner can offer reduced labor.

Moreover, it can provide more consistency than the direct-screen process. Arthur M. Boudreau, manager/technical training at the ANPA Research Institute, says this is the scanner's biggest selling point.

How scanners work. Simply stated, a scanner operator takes a transparency or a piece of reflective art (color print or drawing), places it in one end of the machine, pushes a few buttons, and a short time later picks up from the other end of the scanner the four negatives needed for color separation.

More precisely, when the original material is put into the scanner, light is projected through it to photomultipliers. They convert the light into electronic signals. The signals are sent to separate circuitry for the four basic color filters: red, green, blue and black.

The colors then are transferred either by laser or by regular light to a sheet of film or to paper, one sheet for each of the four colors.

While the original is being scanned by the machine, the computer programs that have been entered into the scanner take over. Depending on the degree of sophistication of the equipment, scanners can correct faulty originals by making adjustments in tones and removing casts, such as the green tint that can appear on pictures shot under fluorescent lights.

They also can select dot sizes for shadow areas in each color and enlarge or reduce the final product. The scanner's computer programs take into account the individual newspaper's supplies such as inks, chemicals and plates. This aspect is especially important if a newspaper prints products in addition to the regular newspaper, like Sunday supplements, because different materials are used.

The newer and more sophisticated scanners can even make corrections in isolated areas of an original, such as improving flesh tones.

Another difference in scanners is how many negatives they will make at a time.

Some will make two, some three and some four. If four negatives are required from a machine that will only make two at a time, a second pass through the machine is required. Each pass takes up to 20 minutes, depending on the size of the separation.

Many of the steps the scanner handles automatically are performed manually in the direct-screen method. In direct screening, a transparency is placed in an enlarger along with a mask to bring the density range of the original within range of the newspaper's press capabilities.

A sheet of film is placed on the easel of the enlarger with a halftone screen atop the film. The screen places the dot pattern on the negatives.

The operator then makes four separate exposures; one through a red filter, which becomes the blue printing negative; then through a green filter to produce a red negative; then through a blue filter for the yellow negative; and finally through all three or a light orange filter for the black negative.

After the negatives are developed, they are registered—lined up precisely one over the other—and are ready for platemaking. The process takes about an hour if all goes well.

In addition to the slower speed, the direct-screen process has another drawback. "What you start with as an original is what you get as a finished separation," says ANPA/RI's Boudreau. There are very few improvements or "correction" possibilities.

Some user observations. The Miami Herald bought its Crosfield Electronics Ltd. Magnascan in 1978 because its workload was getting too great to handle on a direct-screen enlarger.

Jim D. Newport operates The Miami Herald's color scanner.

The newspaper is making some 130 to 140 separations a week, says Director of Operations Boykin C. Wright. "If you are doing something in the range of 100-plus separations a week," he says, "it (a scanner) is the only way to go. If you are doing 20, there is no way to justify its cost." He says the Herald's scanner cost about $100,000.

Thomas W. Cooper, production manager at the San Diego Union and Tribune, brings up another reason for converting to the newer process. Competition from other newspapers with good quality color could cause more newspapers to consider buying a scanner, he says.

USA Today, Gannett Co. Inc.'s new national daily, is a case in point, says Cooper. "Their paper is attractive, and they are going to make a lot of newspapers look at doing more color," he notes.

And USA Today's prepress manager sings the praises of the color scanner. Don C. Williams says it is "immeasurably important" to his operation, adding, "I wouldn't want to do color separations any other way."

When looking for a color scanner, a newspaper should take into account several items, not the least of which is cost. San Diego's Cooper says a newspaper should also look at reliability.

There are some other distinguishing characteristics among the many brands and types of scanners on the market. When USA Today was looking for a scanner, officials narrowed the choice to two: one that used a laser and one that used regular light for making dot patterns.

Scanner manufacturers

Following is a partial list of color scanner manufacturers:

Crosfield Electronics Ltd.
480 Central Ave.
East Rutherford, N.J. 07073
(201) 438-4550

Dainippon Screen America Ltd.
3700 W. Segerstrom Ave.
Santa Ana, Calif. 92704
(714) 546-9491

HCM Graphic Systems Inc.
115 Cutter Mill Road
Great Neck, N.Y. 11021
(516) 466-0710

Merganthaler Linotype
200 Executive Drive
West Orange, N.J. 07052
(201) 736-5500

The new daily chose the regular-light model because "it gives screen dots (the light passes through a regular halftone screen) rather than a laser dot. A laser dot does not give sharp, crisp, precise edges," says Williams.

Another quality to look for is ease of operation. Scanners, while decreasing the number of steps required to make color separations, are complex machines requiring substantial operator training and practice.

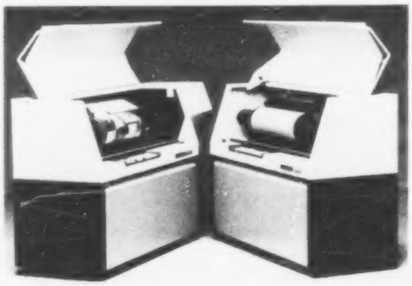
To be effective, scanner operators must know more than just the basics of color separation. They must know the rest of the color-printing process as well. They must know the qualities and capabilities of their newspaper's plates, inks, chemicals, films, paper and presses.

"It takes more than the average (person) to run a scanner because it is computerized and because (operators) must be able to recognize color deficiencies in transparencies," says The Dallas Morning News's Frank Tyler.

Tyler, who is the newspaper's assistant production manager, says, "Some people never have the knack." His paper bought a Crosfield Magnascan about 10 years ago and has had good results running an average of 12 separations an issue, he notes.

USA Today uses two Crosfield scanners, and Williams says they are easy to use. The company sent one person to a manufacturer's school to learn the system and made two other color specialists scanner operators.

Williams says an operator should have some background in color and be "of average intelligence." He notes, "The average layman couldn't walk in and push the right buttons."



Crosfield's magnascan

It just takes time, says Production Manager Michael Stern of The Post-Standard and Syracuse (N.Y.) Herald-Journal. The newspapers bought a Merganthaler Linotype Linoscan 4050 last June and have been making 40-50 separations a week on it.

"It takes practice," Stern says. "You have to become experienced enough to look at a transparency and know what you want. It's not hard to get an exact copy of an original. But if you have a blue cast that you want to get rid of, it takes a little more knowledge and skill. You have to put in instructions of your own."

San Diego's Cooper says that when the scanners first came out, manufacturers had no experience with newspaper use, and the training showed it. Now, he says, training is better. ☐

ANPA offers Layout-80 to private vendors

Software vendors have until March 6 to obtain a license to market Layout-80,™ the computer system designed by ANPA Research Institute specialists for quick and efficient dummying of ads [presstime, Oct. 1982, p. 42].

The licenses are being offered for a one-time fee of $8,000 plus an annual charge of $100 for each newspaper that uses the vendor's version. The licenses will be granted on a nonexclusive basis.

Newspapers with existing ANPA licenses will be permitted to continue using the current product.

ANPA no longer will develop enhancements to the system. In addition, if a newspaper that already has the system experiences problems with it, ANPA will provide technicial assistance for no more than five years.

Newspapers at which Layout-80 currently is being installed or for which installation is scheduled may choose to retain the ANPA license, but the same five-year limit on technical assistance applies.

ANPA Vice President/Technical William D. Rinehart noted that while requests for installation of Layout-80 at additional newspapers "already number in the hundreds," the license offer is in keeping with ANPA policy to conduct research on new newspaper equipment and materials and to collaborate with outside suppliers in their development.

BEST AVAILABLE COPY

'83 Conference to stress quality in newspapers

The 785,000-square-foot Las Vegas Convention Center will be the Conference site.

"Synectics '83" will be the theme of ANPA's Operations Management Conference and Exposition (formerly the Production Management Conference) June 11-15 in Las Vegas, Nev. Synectics is defined as "the free and unrestrained exchange of ideas among a group of people, used as a method of developing new ideas, solving problems and making discoveries."

The 55th annual Conference is expected to draw about 10,000 participants.

Again this year, more than 200 manufacturers of newspaper and graphic arts equipment and supplies are expected to show their wares in more than 210,000 square feet of exhibit space—making this the largest annual newspaper meeting in the world.

Nine major hotels have committed rooms to the Conference, including the headquarters hotel, the Las Vegas Hilton. Housing requests will be processed through the Las Vegas Convention/Visitors Authority. Housing forms will be sent to ANPA-member newspaper personnel in March.

A $20 registration fee will cover admission to the equipment exhibition and the program sessions, plus travel on shuttle buses between the hotels and the convention center.

The sessions will focus on improving quality and efficiency, reflecting the current emphasis of ANPA's technical committees [presstime, Oct. 1982, p. 44].

Conference Director Peter P. Romano, director of the ANPA Research Institute Production Department, said the tentative schedule for sessions, as developed by the Conference and Exposition Arrangements Committee, is as follows:

Monday, June 13

The opening general session will be chaired by Kenneth C. Bronson of Stauffer Communications Inc., chairman of the Arrangements Committee. The session will include remarks by ANPA Chairman and President William C. Marcil of The Forum in Fargo, N.D.; a discussion of "The Importance of Quality" by John B. Lake of the Times Publishing Co. of St. Petersburg, Fla., chairman of the ANPA Research and Production Committee; and a keynote address.

Four concurrent symposia will follow:

- "People Power," a discussion of how to improve quality through human resources; chaired by Donald J. Barhyte of Multimedia Inc., chairman of the ANPA Training Committee.
- "Press Conversions," discussions of retrofitting the flexographic inking system to letterpress and offset presses, of new flexographic units, and of water-based ink and ANPAPRESS™. The session will be chaired by John Sacchia of Hearst Newspapers, chairman of the ANPA Research and Development Committee.
- "The Three Cs of Quality," a discussion of how best to use the people and processes at your newspaper to get the best results; chaired by Norman P. Dusseault of the Times Publishing Co. in St. Petersburg.
- "Energy and Space Management," a discussion of how best to use space and control energy costs by remodeling, using space-saving equipment and reusing heat; chaired by Irving Newhouse of Newhouse Newspapers.

Tuesday, June 14

A general session chaired by Joseph M. Ungaro of Westchester Rockland Newspapers in White Plains, N.Y., will focus on advertising. Segments will discuss new advertising standards, marketing against other print media and so-called "marriage mail" in both North America and abroad.

The general session will be followed by four more concurrent symposia:

- "Distribution Strategies," a discussion of how to deal with complex delivery situations arising from total-market-coverage efforts; chaired by Jay A. Shaw of the Stamford (Conn.) Advocate.
- "Newsprint Management," discussions of roll handling, accounting, reducing press spoils, reducing waste, computer applications, incentive plans for supervisors and security. The symposium will be chaired by Hal B. Neitzel of The Express in Easton, Pa.
- "Making the New Advertising Standards Work," a discussion of the nuts-and-bolts problems arising from the Standard Advertising Units system; chaired by Kenneth S. Fleming of the Newspaper Printing Corp. in Tulsa, Okla.
- "Telecommunications—A New Market for Newspapers," a discussion focusing on state-of-the-art equipment, especially as it applies to smaller newspapers; chaired by Donald F. Wright of the Los Angeles Times, chairman of the ANPA Telecommunications Committee.

Wednesday, June 15

The general session, chaired by Larry Strutton of the Detroit Free Press, will feature presentations on:

- "CPU (computer) to Plate," by representatives of newspapers and equipment manufacturers, who will show what is already operating at newspapers.
- "Newspaper Robotics," by robotic experts from other industries, who will suggest newspaper applications.
- "Future Technologies," a look at evolving technologies and how they may affect newspapers in the future. ☐

Newspaper 'metrication'

Progress measured in millimeters

By Tom Walker
presstime technical writer

Hold on to your yardsticks and gallon jugs. Conversion to the metric system, or "metrication," which seemed to be growing by meters and liters just a few years ago, now is progressing by millimeters in the United States.

Other businesses with international interests, such as gasoline and liquor, are converting. But the newspaper business in the United States, with a few exceptions, remains wedded to the old imperial measurements, and it appears that will be true for quite awhile.

"Metric conversion has been and will be dead in our business for a long time," says ANPA Research Institute Coordinator of Operations George Cashau.

It hasn't always been that way. After a law was enacted in 1975 calling for voluntary conversion to the metric system, ANPA established a task force to analyze the situation for U.S. newspapers. But the task force didn't last very long.

Chicago Tribune Vice President/Production Director Wayne Perry headed the task force. "We held a couple of meetings, but there wasn't much interest," Perry says today. "It really didn't catch on." He also notes there was little editorial-page support for metrication.

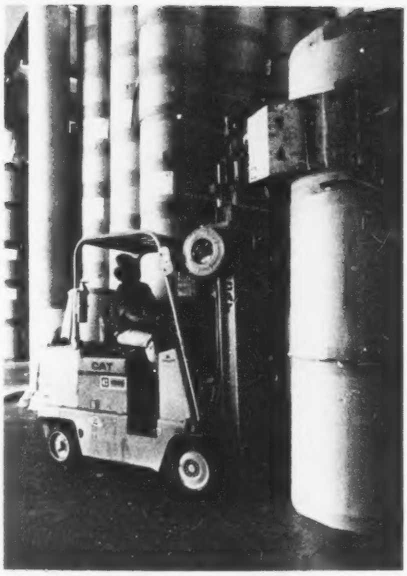
Perry says he can't think of any reason why newspapers would want to convert, unless there were "a big national move" to convert.

That doesn't appear likely any time soon. Last October, the United States Metric Board, with a mandate to educate the public and to gather information from industry on conversion, fell to President Reagan's budget axe.

Where the board had 35 employees, now there are four. They now operate under the aegis of the Office of Voluntary Metric Conversion in the Commerce Department. In its last year of operation, the board was given $2 million. The new office's budget is $300,000.

Most of the job of education and research now is the responsibility of the American National Metric Council, a Bethesda, Md.-based nonprofit group supported by industry.

ANMC President David Gorin says conversion could be completed by the year 2000 if there were enough interest. His organization says a gradual shift in some industries is taking place.



Canadian newsprint is one of few newspaper supplies measured in metrics.

The only examples of the conversion in newspapers are in film sizes, some presses and newsprint.

Rockwell International, which markets Goss presses in more than 100 countries from Algeria to Zimbabwe, measures its press cutoffs, the height of a broadsheet page, in centimeters. And Canadian newsprint suppliers measure their product in metric tons. Film has been measured in millimeters for many years. ☐

Safety, health meeting scheduled for March in San Francisco

The ANPA Research Institute is sponsoring a Newspaper Safety and Health Symposium March 24-25 at the Holiday Inn, Fisherman's Wharf, San Francisco. Health aspects of VDTs and of microwave and satellite transmissions will be the major focus.

The symposium, which will be led by Dr. Howard R. Brown, medical director for The New York Times, is designed for newspaper executives responsible for safety and health programs. Brown also is chairman of the ANPA Environmental Committee, which plans to conduct symposia each year to keep newspapers abreast of environmental issues.

Representatives of newspaper-product suppliers also are invited to attend.

Cost is $250 for the sessions, continental breakfasts on both days, and a reception and luncheon March 24.

Discussion topics and moderators for the sessions are "Psychological Stress Due to New Technology," Michael Smith, National Institute for Occupational Safety and Health; "Update: Government Regulations," Keith Fuller, director of employee relations, McClatchy Newspapers; "Waste Regulations for 1983: Federal, State and Local," Richard Neergaard, assistant environmental coordinator, ANPA/RI.

Also, "Telecommunications: Safety and Health," Harvey Siegal, safety director, The New York Times; "The VDT Story: A NIOSH Study," Harold A. Archer, general services manager, The Baltimore Sun; "The VDT Story: Labor Contracts and Negotiations," Roy W. Anderson, vice president/human resources, ANPA; "The VDT Story: Ergonomics and Radiation Measurement," Bernadette Pogozelski, industrial hygienist, ANPA/RI.

Also, "Employee Relations," Donald M. McCall, corporate director of labor relations, Courier-Journal and Louisville (Ky.) Times Co.; "Occupational Medicine in the Newspaper Business," Dr. Wayne O. Buck, medical director, Los Angeles Times; "ANPA Accident Reporting System," John Grey Montgomery, publisher and vice president, Junction City (Kan.) Daily Union; "Update: Noise Regulations," George R. Cashau, coordinator of operations, ANPA/RI; and "Recent Safety and Health Litigation," John Zangerle, an attorney with the firm of Baker and Hostetler, Cleveland.

A registration form was attached to the January issue of presstime. For more information, contact Cashau at ANPA/RI in Easton, Pa.

Contracts expire this year at 16 mills

Contracts between management and the major labor unions representing pulp and paper workers will expire at six Canadian and 10 U.S. mills this year. They have a combined capacity of about 4.3-million metric tons—about 43 percent of the North American total based on the estimated 1982 capacity of these mills.

The charts below list mills and the expiration dates of contracts through 1984 for Canadian mills and through 1985 for U.S. mills [presstime, Oct. 1981, p. 47].

The 16 North American mills where contracts expire this year compare with 45 in 1984 and two in 1985, according to the late January compilation by ANPA's Newsprint/Traffic Department.

One expired labor contract remains to be negotiated. It covers Canadian Paperworkers Union workers at the F.F. Soucy's Riviere-du-Loup, Quebec, newsprint mill. Work was continuing there in January as talks went on. The contract expired Dec. 31.

CANADA

Company	Location	Union[1]	Contract expiration date
	1983		
Boise Cascade Canada Ltd. (Kenora Paper Division)	Kenora, Ontario	UPIU	April 30
British Columbia Forest Products Ltd.	Crofton, British Columbia	CPU,PPWC	June 30
Crown Zellerbach Canada Ltd.	Campbell River, British Columbia	CPU	June 30
MacMillan Bloedel Ltd.	Port Albernie, British Columbia	CPU	June 30
MacMillan Bloedel Ltd.	Powell River, British Columbia	CPU	June 30
Rothesay Paper Ltd.	St. John, New Brunswick	CPU	Dec. 31
	1984		
Abitibi-Price Inc.	Beaupre, Quebec	CPU	April 30
Abitibi-Price Inc.	Iroquois Falls, Ontario	CPU	April 30
Abitibi-Price Inc.	Pine Falls, Manitoba	UPIU	April 30
Abitibi-Price Inc.	Sault Ste. Marie, Ontario	CPU	April 30
Aibitibi-Price Inc.	Stephenville, Newfoundland	CPU	April 30
Abitibi-Price Inc. (Fort William Division)	Thunder Bay, Ontario	CPU	April 30
Abitibi-Price Inc. (Thunder Bay Division)	Thunder Bay, Ontario	CPU, UPIU	April 30
Boise Cascade Canada Ltd. (Kenora Paper Division)	Kenora, Ontario	CPU	April 30
Bowater Mersey Paper Co. Ltd.	Liverpool, Nova Scotia	CPU	April 30
CIP Inc.	Gatineau, Quebec	CPU	April 30
CIP Inc.	Trios-Rivieres, Quebec	CPU	April 30
Consolidated-Bathurst Inc. (Laurentide Division)	Grand Mere, Quebec	CPU	April 30
Consolidated-Bathurst Inc. (Belgo Division)	Shawinigan, Quebec	CPU	April 30
Consolidated-Bathurst Inc. (Wayagamack Division)	Trois-Rivieres, Quebec	CPU	April 30
Consolidated-Bathurst Inc. (Port Alfred Division)	La Baie, Quebec	CNTU	April 30
Domtar Inc.	Dolbeau, Quebec	CPU	April 30
Domtar Inc.	Donnacona, Quebec	CNTU	April 30
Domtar Packaging Group	Red Rock, Ontario	CPU	April 30
Donohue Inc.	Clermont, Quebec	CNTU	April 30
Gaspesia Pulp & Paper Ltd. (Abitibi-Price)	Chandler, Quebec	CPU	April 30
Great Lakes Forest Products Ltd.	Thunder Bay, Ontario	CPU	April 30
James Maclaren Co. Ltd.	Buckingham, Quebec	CPU	April 30
Kruger Inc.	Trois-Rivieres, Quebec	CPU	April 30
NBIP Ltd. (CIP)	Dalhousie, New Brunswick	CPU	April 30
Ontario Paper Co. Ltd.	Thorald, Ontario	CPU	April 30
Price Co. Ltd. (Abitibi-Price)	Alma, Quebec	CNTU	April 30
Price Co. Ltd. (Abitibi-Price)	Grand Falls, Newfoundland	CPU	April 30
Price Co. Ltd. (Abitibi-Price)	Kenogami, Quebec	CNTU	April 30
Quebec North Shore Paper Co.	Baie Comeau, Quebec	CPU	April 30
Reed Paper Ltd.	Quebec City	CPU	April 30
St. Raymond Paper Ltd.	St. Raymond, Quebec	CNTU	April 30
Spruce Falls Power & Paper Co. Ltd.	Kapuskasing, Ontario	CPU	April 30
Bowater Newfoundland Ltd.	Corner Brook, Newfoundland	CPU	May 31
Kruger Inc.	Bromptonville, Quebec	CNTU	May 31
Nova Scotia Forest Industries	Point Tupper, Nova Scotia	CPU	May 31
Donohue Normick Inc.	Amos, Quebec	CPU	Dec. 31

UNITED STATES

	1983		
International Paper Co.	Mobile, Ala.	UPIU	May 31
International Paper Co.	Pine Bluff, Ark.	UPIU	May 31
St. Regis Paper Co. (Newsprint Division)	Lufkin, Texas	UPIU	June 30
Bowater Southern Paper Co.	Calhoun, Tenn.	UPIU	July 2
Boise Southern Co.	DeRidder, La.	UPIU	July 14
Augusta Newsprint Co.	Augusta, Ga.	UPIU	July 27
Coosa River Newsprint Pulp and Forest Products Co. (Kimberly-Clark)	Coosa Pines, Ala.	UPIU	Sept. 14
FSC Paper Corp.	Alsip, Ill.	UPIU	Oct. 28
Catawba Newsprint Co. (Bowater)	Catawba, S.C.	UPIU	Oct. 29
St. Regis Paper Co. (Newsprint Division)	Houston, Texas	UPIU	Dec. 31
	1984		
Southwest Forest Industries	Snowflake, Ariz.	UPIU	March 1
Publishers Paper Co.	Oregon City, Ore.	AWPPW	March 15
Publishers Paper Co.	Newberg, Ore.	AWPPW	April 1
Inland Empire Paper Co.	Millwood, Wash.	UPIU	May 31
Boise Cascade Corp.	Steilacoom, Wash.	AWPPW	May 31
Crown Zellerbach Corp.	Port Angeles, Wash.	AWPPW	June 1
Manistique Papers Inc.	Manistique, Mich.	UPIU	June 15
Great Northern Paper Co.	East Millinocket, Maine	UPIU	July 31
Garden State Paper Co. Inc.	Garfield, N.J.	UPIU	Oct. 1
	1985		
Crown Zellerbach Corp.	Wauna, Ore.	UPIU	March 31
Garden State Paper Co. Inc.	Pomona, Calif.	UPIU	April 30

Source: ANPA, American Paper Institute and Canadian Pulp and Paper Association

Not listed are North Pacific Paper Co.'s Longview, Wash., mill; Bear Island Paper Co.'s Doswell, Va., mill; and Southeast Paper Manufacturing Co.'s Dublin, Ga., mill. Pulp and paper workers there are not represented by any union.

Consumption by U.S. dailies down 1.8% in 1982

U.S. newsprint consumption totaled 10.107 million metric tons in 1982, down about one-half percent from 1981, according to preliminary figures compiled by the ANPA Newsprint and Traffic Department.

Last year's total consumption by U.S. daily newspapers, 7.768 million metric tons, was down 1.8 percent from the 7.907 million tons of 1981.

Yet, U.S. daily newspapers used 76.9 percent of all newsprint consumed in the United States last year—exactly the same percentage as in 1981.

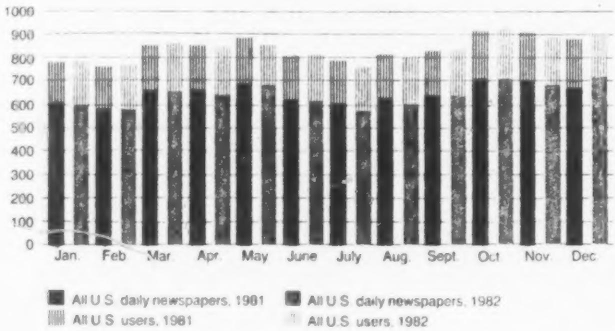
Canadian newsprint production totaled 8.1 million metric tons in 1982, down 9.3 percent from 1981. U.S. production for the year was 4.6 million metric tons, down 3.8 percent from 1981.

Total shipments from Canadian mills for 1982 decreased 9.8 percent from 1981. Shipments to the United States declined about 7.9 percent, those overseas were down 15.7 percent, and those to Canadian customers were down 10.7 percent.

1982 shipments from U.S. mills were down 4.4 percent—domestic shipments slipped 4.5 percent; exports, 3.1 percent.

The Canadian operating rate for 1982 was 82 percent of capacity, compared with 94 percent in 1981. The U.S. rate was 86.4 percent, compared with 93.7 percent in 1981.

Estimated newsprint consumption, 1981-82
(Thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	November 1982	November 1981	% Change
Northeast	168,940	173,717	-2.7
North Central	150,272	156,286	-3.8
South	218,857	219,960	-0.5
West	154,319	156,372	-1.3
Circulation size			
up to 25,000	67,343	63,766	+5.6
25,001-100,000	123,044	125,345	-1.8
Over 100,000	502,001	517,224	-2.9
November totals	692,388(r)	706,335	-2.0(r)
Eleven-month totals	7,056,946(r)	7,218,918	-2.2(r)
Region	**December 1982**	**December 1981**	**% Change**
Northeast	167,696	162,933	+2.9
North Central	153,257	150,927	+1.5
South	231,578	222,059	+4.3
West	159,153	152,807	+4.2
Circulation size			
up to 25,000	69,913	65,881	+6.1
25,001-100,000	129,375	125,156	+3.4
Over 100,000	512,396	497,689	+3.0
December totals	711,684(p)	688,726	+3.3(p)
Twelve-month totals	7,768,630(p)	7,907,644	-1.8(p)

Estimated consumption of all U.S. users

	1982	1981	% Change
October totals	927,000(r)	922,000	+0.5(r)
November totals	890,000(r)	914,000	-2.6(r)
December totals	902,000(p)	892,000	+1.1(p)
Twelve-month totals	10,107,000(p)	10,164,000	-0.6(p)

Production

	Canada	U.S.A.	North America
November 1982	656,725	373,184	1,029,909
November 1981	768,887	412,085	1,180,972
December 1982	598,518	329,795	928,313
December 1981	743,271	358,708	1,101,979
Twelve months 1982	8,116,650	4,574,055	12,690,705
Twelve months 1981	8,945,898	4,752,314	13,698,212

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
November 1982	484,404	83,434	123,908	691,746
November 1981	532,062	86,014	155,219	773,295
December 1982	502,581	73,464	140,583	716,583
December 1981	541,006	91,943	166,623	799,572
Twelve months 1982	5,585,401	934,010	1,525,987	8,045,398
Twelve months 1981	6,062,220	1,045,464	1,809,174	8,916,858
From U.S. mills				
November 1982	374,262	----	14,580	388,842
November 1981	377,192	----	30,146	407,338
December 1982	322,966	----	22,786	345,752
December 1981	348,246	----	18,346	366,592
Twelve months 1982	4,250,871	----	274,418	4,525,289
Twelve months 1981	4,452,100	----	283,163	4,735,263
From North American mills				
November 1982	858,666	83,434	138,488	1,080,588
November 1981	909,254	86,014	185,365	1,180,633
December 1982	825,547	73,464	163,324	1,062,335
December 1981	889,252	91,943	184,969	1,166,164
Twelve months 1982	9,836,272	934,010	1,800,405	12,570,687
Twelve months 1981	10,514,320	1,045,464	2,092,337	13,652,121

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply in transit)
October 1982	861,131	40	6
October 1981	958,748	42	7
November 1982	831,558(r)	39(r)	6
November 1981	947,352	44	8
December 1982	834,031(p)	44(p)	6(p)
December 1981	961,149	51	7
Canadian mills			
December 1982	265,138	--	--
December 1981	193,886	--	--
U.S. mills			
December 1982	86,409	--	--
December 1981	37,643	--	--

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised

(p) = preliminary

BEST AVAILABLE COPY

'Supercalendered paper'

Magazines adopt smoother look

If a newspaper wants to make its Sunday magazine look less like a newspaper and more like a slick magazine, it may want to start using a better grade of paper than the standard rotogravure or offset grades.

One such paper that works well in the roto process—the process most often used to print Sunday magazines—is called "supercalendered." It is used only by a few newspapers.

In 1976, The New York Times pioneered use of the high-grade newsprint paper for Sunday newspaper magazines—it had been used for catalog printing for some time—after a Canadian papermakers' strike left other types of newsprint in short supply.

The newspaper had been using rotogravure newsprint to print the magazine, says Hilton J. Wilson, the Times' director of forest products. As a result of the strike, "We were in desperate straits for paper, so we bought some SC paper," he notes.

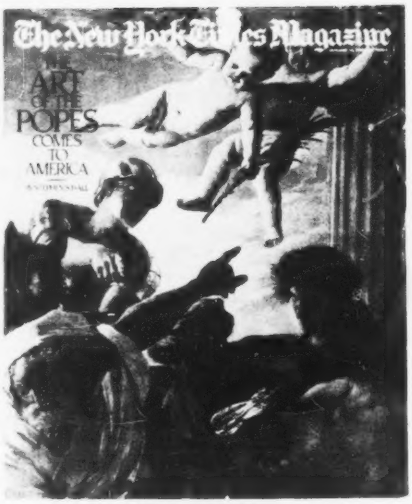
When the roto newsprint was again available, the Times switched back to it, and "we got a lot of pressure from advertisers" who preferred the supercalendered grade, Wilson says.

Wilson explains that the paper, which costs about 35 percent more than regular newsprint and about 25 percent more than high-grade roto stock, is brighter and smoother, runs better on roto presses and uses less ink. It also offers higher quality color reproduction.

In the Times' case, the newspaper is helping itself in another way by using the supercalendered stock. Since January 1982, the Times has owned about 40-percent interest in the Madison Paper Industries' mill in Madison, Maine, which makes supercalendered paper only. The other partner in the venture is Myllykoski Oy, a Finnish paper firm.

The Hartford (Conn.) Courant switched its Sunday magazine to supercalendered paper last March because "it improves the overall look of the magazine," says Special Projects Coordinator Steven D. Faulkner.

He says that because the newspaper also changed the design of the magazine, it's hard to tell whether more ads are generated because of the paper alone. The Courant buys from CIP Inc. of Montreal.


The New York Times Magazine
THE ART OF THE POPES COMES TO AMERICA

The New York Times Magazine found advertisers like the slick appearance.

Other newspapers using supercalendered paper for their Sunday magazines include The Dallas Morning News, Dallas Times-Herald, The Times-Picayune and States-Item in New Orleans, The Virginian-Pilot and The Ledger-Star in Norfolk, Va. ☐

Newsprint notes

Boise Cascade Corp. continues to charge **$468.50 a metric ton** for newsprint. The company had indicated when prices dropped last November that it would return to its previous $500 price on Jan. 1 [presstime, Dec. 1982, p. 42]. Prices of other manufacturers also remain unchanged.

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Crown Zellerbach Corp. said it signed definitive agreements for the previously announced **sale of Crown Zellerbach Canada Ltd.** to Fletcher Challenge Ltd. [presstime, Dec. 1982, p. 42]. The agreements still must be cleared by the Canadian government.

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Because of weak markets, Boise Cascade Canada Ltd. has **delayed indefinitely expansion** of its Kenora, Ontario, newsprint mill. The $250-million project was to have been completed in 1985 [presstime, Jan. 1983, p. 44].

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High production costs and poor market conditions led MacMillan Bloedel Ltd. to **shut down an old newsprint machine** in December at its Powell River, British Columbia, mill. The capacity loss amounts to 50,000 metric tons annually. ☐

First nine months' financial reports of paper companies

Net income (In thousands of dollars)

	1982	1981	% Change
Abitibi-Price Inc.	$53,374	$96,403(a)	-44.6
Boise Cascade Corp.	(390)	82,840	--
British Columbia Forest Products Ltd.	(42,800)	17,000	--
Consolidated-Bathurst Inc.	44,553	93,625(b)	-52.4
Crown Zellerbach Corp.	34,200	46,100	-25.8
Crown Zellerbach Canada Ltd.	(19,800)	13,500	--
Domtar Inc.	2,100(a)	49,600(b)	-95.6
Great Lakes Forest Products Ltd.	22,900	62,200(c)	-63.2
Great Northern Nekoosa	58,600	71,000	-17.4
International Paper Co.	133,600	285,400(b)	-53.2
Kimberly-Clark Corp.	170,600	165,100(c)	+3.3
MacMillan Bloedel Ltd.	(51,500)	13,100(b)	--
St. Regis Paper Co.	86,901	145,436	-40.2
Southwest Forest Industries	(16,578)	12,257	--
Weyerhaeuser Co.	114,095(b)	181,951	-37.3

(a) including extraordinary loss
(b) including extraordinary gain
(c) restated
( ) = loss

ANPA restates opposition to tariff definition

ANPA has asked the U.S. International Trade Commission to intercede on behalf of U.S. newspapers in an international customs matter.

At issue is the definition of newsprint to be included in the so-called "Harmonized Commodity Description and Coding System" being drafted by an international council. The system is an effort to update international customs nomenclature and to make it easier to compile international statistics.

ANPA previously protested the definition to the ITC, which is in the process of drafting a plan for U.S. adoption of the harmonized system [presstime, Oct. 1982, p. 54].

If the United States adopts the definition, some newsprint that has been imported duty-free might be subject to tariff, the Association fears.

Now ANPA has asked the U.S. delegation to a Feb. 9 meeting on the system to request that the definition be sent back to a technical subcommittee for further study.

ANPA also has asked to be represented on the U.S. delegation to the meeting in Brussels, Belgium.

Donald N. Soldwedel, chairman of the ANPA Newsprint Committee, told ITC Chairman Alfred E. Eckes Jr. in a Jan. 18 letter that the new definition is "totally unacceptable to newspapers in the United States which consume more newsprint than those of any other country in the world." He outlined two specific objections.

First, it would restrict the fiber content of newsprint. This would thwart ANPA's efforts to develop a non-wood alternative for wood pulp, said the Yuma, Ariz., publisher who has been a leader in the testing of the fibrous plant kenaf as a wood-pulp substitute.

Second, the definition would add a "smoothness" test, excluding from the definition of newsprint any paper that exceeded a certain level of smoothness (200 seconds Bekk). Soldwedel said that would exclude up to a million tons of paper used annually by U.S. newspapers.

Transportation notes

(Compiled by the ANPA Newsprint/Traffic Department, this column features information about transportation developments that may affect newspapers' shipments of newsprint and equipment.)

The Association of American Railroads reported that **freight traffic on major U.S. railroads** totaled 798 billion ton-miles in 1982, 12.3 percent less than in 1981. The AAR attributed the sharp decline to the poor economy.

Ton-miles fell 9.9 percent in the East, 13.6 percent in the South, and 12.8 percent in the West.

Carloadings totaled 18,550,199 down 14.2 percent from 1981. Twenty of the 21 major commodity groups were down from the previous year. Paper was one of the groups that declined.

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The Interstate Commerce Commission Dec. 20 approved a **quarterly cost-recovery rate increase** of 1 percent for U.S. railroads. Effective Jan. 1, the general rate increase was the first permitted in a year under terms of the so-called railroad inflation index, a provision of the Staggers Rail Act [presstime, Feb. 1982, p. 19].

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Consolidated Rail Corp. in a year-end statement projected net income of about $130 million for 1982 compared with $39.2 million for 1981, using the capitalization method of accounting for track structure. Contributing to 1982's net income will be about $90 million resulting from sales of tax benefits under tax regulations governing "safe harbor" leasing.

However, under the financial reporting requirements of the ICC, Conrail expects to report a loss of some $35 million in 1982, compared with a loss of $107 million in 1981. Conrail's financial results are reported to the commission on the basis of the depreciation method of accounting for track structure.

Conrail observed that its improved 1982 showing was achieved despite a projected 20.5-percent decline from 1981 in freight carloadings of traffic it handled.

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Meanwhile, as directed by Northeast Rail Service Act of 1981, the U.S. Railway Association by June 1 will be making a determination on **Conrail's profitability.** If it finds that Conrail will be profitable, and if performance confirms this finding on Nov. 1, the secretary of transportation must continue to attempt to sell the railroad as an entity until June 1, 1984. If Conrail fails either profitability test, the secretary may consider selling Conrail in pieces [presstime, Jan. 1982, p. 15].

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The Union Pacific Corp. Dec. 22 completed its **acquisition of the Western Pacific and Missouri Pacific** railroads. The UP acted after Chief Justice Warren E. Burger refused to stand in the way of the major rail consolidation.

Two of three protesting railroads that asked Burger to intervene, Southern Pacific Transportation Co. and Kansas City Southern Railway Co., resubmitted their applications for stay to the U.S. 7th Circuit Court of Appeals. That court forwarded the request to the full U.S. Supreme Court.

Meanwhile, suits by three other railroads are pending in the U.S. Court of Appeals, District of Columbia Circuit. All are aimed at overturning the ICC's approval of the merger [presstime, Oct. 1982, p. 39].

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The president of the Independent Truckers Association Jan. 7 called for a nationwide strike on Jan. 31 to **protest higher truck operating and fuel taxes** contained in the new law that will increase federal gasoline taxes April 1. The ITA is one of several, owner-operator groups that represent an estimated 100,000 independent drivers.

Safe Driving Campaign

ANPA has mailed 1982 fourth-quarter reporting forms to participants in the ANPA-International Circulation Managers Association Safe Driving Campaign [presstime, May 1982, p. 48]. The forms should be returned as soon as possible to allow for verification.

The campaign is open to all daily newspapers without cost. For more information, contact the ANPA Newsprint/Traffic Department at The Newspaper Center, Reston, Va.

James Ralph and Margaret Kirkwood look over electronic account.

Credit Bureau goes electronic

ANPA Credit Bureau Inc. has decided to make permanent a service by which credit information requests are made and answered electronically. The new service was the subject of an experiment with The Washington Post last year [presstime, Oct. 1982, p. 59].

The Post will be the first permanent customer for the service, which allows the newspaper's employees to use computer terminals at the paper in making information requests. The requests are transmitted daily to the credit bureau's computer at The Newspaper Center in Reston, Va. Answers are transmitted back over telephone lines to the Post's computer.

Keeping up with the electronic requests and other additional business has led the bureau to add two positions during the last 12 months. According to James Ralph, vice president of the bureau, the number of delinquent accounts it received for collection was up 36 percent last year from 1981. The amount of money collected increased 40 percent, and requests for credit reports rose 18 percent.

Ralph said that the credit bureau's increased business reflects the poor economy and the closure of three large dailies, whose accounts the bureau is handling. Because the amount of fraudulent advertising also is on the rise, many credit managers are demanding more information to avoid selling ads to companies that fail to pay for them. ☐

Sunday magazine editors form board

The editors of 56 local Sunday newspaper magazines have formed an editorial board. It will explore how the magazines can "combine certain forces for economies, to hire the best writers in the country, to solve problems for each other, (and) for mutual support," said Lary Bloom, editor of The Hartford Courant's Northeast Magazine.

Bloom is chairman of the new board. Vice chairman is John Twohey, editor of The Tribune Magazine at The Chicago Tribune.

The editorial board is sponsored by Metropolitan Sunday Newspapers Inc., an advertising sales organization for the 56 Sunday magazines [presstime, Feb. 1981, p. 48]. Bloom said their combined circulation of 22 million is greater than that of any single U.S. magazine.

The 17-member board met for the first time in December and plans to gather next in April. ☐

Recent acquisitions

Buckner News Alliance of Seattle, Wash., has acquired the Oroville (Calif.) Mercury Register, daily circulation 11,300.

Ingersoll Publications Inc. of Sharon, Conn., is acquiring the Orange Coast Daily Pilot of Costa Mesa, Calif., circulation 40,428, from The Times Mirror Co. of Los Angeles. ☐

Two newspaper weekend magazines announce closings

Two weekend newspaper magazines from opposite ends of North America announced their closing recently.

Less than six months after the shutdown of Canada's only English-language newspaper magazine, that country's only French-language newspaper supplement also ceased publication.

Advertising director Loren Treger said the magazine, Perspectives, which was distributed with the Saturday editions of seven French-language newspapers, had been ahead of 1981 in advertising pages for the first six months of 1982.

After Today magazine folded last summer, however [presstime, Aug. 1982, p. 45], many national advertisers who had run campaigns in both magazines deserted Perspectives.

The magazine, which had been published for 24 years and employed 15 full-time workers, finished the year with losses totaling about $1 million. The Montreal-based magazine had a circulation of 635,000 when it published its last issue Dec. 18. Formal announcement of the shutdown was made early this year.

In Florida, the St. Petersburg Times and Evening Independent announced that the last issue of The Floridian magazine will be published Feb. 27. The tabloid newsprint magazine has been distributed with the Sunday St. Petersburg Times (circulation 293,852) for 15 years.

"The advertising department, despite an aggressive sales campaign over a 15-year period, was never able to convince advertisers to take advantage of the loyal readers the editorial staff had won," said Robert J. Haiman, Times executive editor.

Floridian Editor Judy Sedgeman said the magazine's format may have affected its decline because it was not clearly distinguished from the rest of the newspaper, which also routinely uses four-color art.

In addition, the other Sunday newspaper in the Tampa-St. Petersburg market, The Tampa Tribune and Times, has no Sunday magazine. Thus, advertisers who wished to blanket the area with one Sunday-magazine ad campaign could not do so. ☐

Survey set for mid-size markets

U.S. newspapers in markets ranking between the 40th and 100th largest will have the opportunity to participate in a syndicated readership survey by the Simmons Market Research Bureau. Simmons plans to start surveying residents in those markets late this month.

Simmons will survey only in markets where at least one newspaper pays to receive the results of the survey, however.

Last year, Simmons surveyed and reported newspaper readership for each of the top 39 U.S. markets, even though in some of the markets no newspaper subscribed to receive the results [presstime, Dec. 1982, p. 45].

Meanwhile, Scarborough Research Corp. expected to finish survey work for its national syndicated readership study in late January. Results of that study, which is expected to cover the top 50 markets, will be released in May.

A task force of newspaper researchers and advertising executives planned to meet in Las Vegas, Nev., during the Jan. 23-26 convention of the International Newspaper Advertising and Marketing Executives to discuss marketing the findings of the Simmons and Scarborough surveys.

Both survey firms plan seminars and workshops to demonstrate using the findings to media buyers, ad agencies, major advertisers and advertising representatives with newspaper clients.

Murdoch attempts 'own identity' in Boston

The Boston Herald American is now The Boston Herald.

The change in name followed the sale of the tabloid newspaper by The Hearst Corp. to Rupert Murdoch's News America Publishing Inc. last December [presstime, Jan. 1983, p. 48].

Robert E. Page, vice president of News America, was named publisher. "American" was dropped "because we wanted to establish our own identity," Page said. He succeeded James T. Dorris, who remained with Hearst as a consultant in the Newspaper Division.

There once was another newspaper named The Boston Herald. It merged with a paper called the Boston Traveler. The Boston Herald American was created in 1972 with the merger of the Hearst-owned Boston Record American with the Herald Traveler.

In another executive change resulting from a newspaper purchase, James L. Whyte was named vice president and general manager of The Florida Times-Union and Jacksonville Journal following their acquisition by the Augusta, Ga.-based Morris Communications Corp. [presstime, Dec. 1982, p. 43].

Whyte was vice president and general manager of the Morris-owned Amarillo (Texas) Daily News and Globe-Times. He succeeded Board Chairman and Publisher J.J. Daniel, who is now assisting former Florida governor Reubin Askew in his presidential campaign.

Gannett folds one paper, may end another

Gannett Co. Inc. has folded one small daily and is not commenting on reports that it plans to close Today of Westchester County, N.Y., when USA Today goes into the New York City area April 11.

With the end to publication of the Little Falls (Minn.) Daily Transcript, the number of Gannett dailies dropped to 88. The paper on Nov. 23 was folded into another Gannett newspaper, the St. Cloud Daily Times (evening, circulation 26,367). The Little Falls paper had been printed in St. Cloud.

Little Falls is 33 miles northwest of St. Cloud. The evening Transcript had a circulation of about 3,700, according to Steven A. Studt, president and publisher of the Times.

He said the Times now carries two pages of Little Falls regional news.

More recently, a report in the Jan. 17 issue of Advertising Age said Gannett would not make a final decision on closing Today in Westchester County until the end of January. Gannett corporate officials refused to comment on the report and directed all questions to Thomas P. Dolan, president and publisher of Westchester Rockland Newspapers Inc. Dolan did not return a reporter's calls.

Newspaper notes

The Canadian Radio-television and Telecommunications Commission has scheduled hearings this month and next on **renewing broadcast licenses** held by three owners of Canadian newspapers.

The hearings are a result of a government directive to the commission to deny new broadcasting licenses or license renewals to applicants owning daily newspapers in the same market area unless there are reasons to make exceptions [presstime, Sept. 1982, p. 49].

The three owners are the Thomson family of Thomson Newspapers Ltd., the Blackburn family of The London (Ontario) Free Press, and the Irving family with newspapers in New Brunswick.

Exceptions will be allowed if denial of a renewal license would be contrary to "overriding public considerations," would result in inferior service or would create exceptional or unreasonable hardship on the applicant.

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The Newspaper Division of the Special Libraries Association is offering a $200 stipend to a graduate student interested in a **newspaper-library career.** The stipened is to help pay for the student's attendance at the 1983 SLA conference in New Orleans June 4-9.

Applicants must be members of SLA for the six months prior to the conference and attending the conference for the first time. Applications are due by March 15.

For more information or to submit an application, contact Anne Legett, Librarian, State-Times and Morning Advocate Newspapers, Box 588, Baton Rouge, La. 70821; (504) 383-1111, ext. 329.

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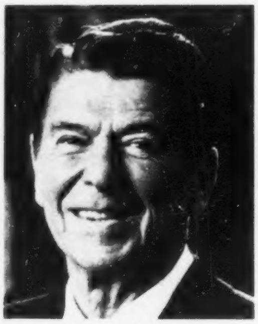
Gannett Co. Inc.'s Utica, N.Y., evening newspaper, The Observer-Dispatch, contained two editorial pages Jan. 17 produced through its innovative **computer-to-plate** equipment.

A Gannett spokesman said the paper plans to add more pages until the entire paper is produced through its EOCOM Corp./Hastech Corp. system, expected by the end of the year [presstime, Aug. 1982, p. 34].

A Hastech GraphPro terminal, which will provide graphics capabilities, is expected to be delivered this month.


President Reagan

Clarence Thomas

Sen. Moynihan

Mayor Koch

Author Naisbitt

Convention continues to take shape

March 15 is the deadline for returning registration forms for the 97th Annual ANPA Convention April 25-27 at The Waldorf-Astoria in New York City.

The Convention Registration, Meal Function and Hotel Reservation Forms were mailed in January. Anyone who has not received the form may obtain one by contacting the ANPA Membership Department at (703) 620-9500, ext. 259.

Meanwhile, Dow Jones & Co. Inc. President Ray Shaw, chairman of the Convention Arrangements Committee, said Sen. Daniel P. Moynihan (D-N.Y.) has been added to the list of speakers for the Convention. Other expected speakers include President Reagan; New York City Mayor Edward I. Koch; John Naisbitt, author of *Megatrends Affecting Our Future*"; and Clarence Thomas, chairman of the Equal Employment Opportunity Commission.

Added to the list of already-announced program sessions [presstime, Jan. 1983, p. 56] are new ones on national, retail and classified advertising; labor trends; news-editorial issues; and the next newspaper technology breakthrough.

Family events planned are a tour of ethnic food stores, a visit backstage at Radio City Music Hall, wine-tasting at the Waldorf and a reception for ANPA members at the Metropolitan Museum of Art. The reception, sponsored by The New York Times Co., will include a viewing of an exhibition of art treasures from the Vatican. ☐

Presstime named in publications contest

Association Trends magazine has named presstime one of America's three top professional association journals.

In Association Trends' annual Association Publications Contest, presstime received honorable mention in the category for professional association journals, tying with one other publication for second place in the category out of about 300 publications judged.

The awards were presented at Association Trends' annual luncheon for association executives Jan. 28 at the Mayflower Hotel in Washington, D.C. Copies of presstime and the other award-winning publications were on display there.

Frank Martineau, editor and publisher of Association Trends, said winners were selected on a basis of consistent quality through the year. However, for purposes of the display at the luncheon, one issue is singled out as the most outstanding; and for presstime, it was the July 1982 edition that, in addition to regular coverage of all timely developments in the newspaper business, contained special coverage of the ANPA Production Management Conference in Dallas and major articles on expanded business coverage by smaller newspapers, the fire danger at newspapers, and newspapers' expansion into videotex. ☐

Friedheim elected to board

Jerry W. Friedheim, ANPA executive vice president and general manager, has been elected to the 25-member board of trustees for the Washington Journalism Center.

The nonprofit organization, founded in 1965, sponsors conferences for journalists on issues in the news. It is supported by contributions from media-associated foundations and news organizations. ☐

Two business office employees promoted

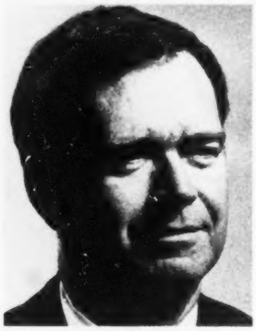
In two ANPA staff promotions, Anthony G. Tesoriero has been named business manager and Glenn R. Beales has been named Accounting Department manager.

Tesoriero, 36, formerly was assistant comptroller. He started working for ANPA in 1967 as an accountant. He attended Pace College in New York City.

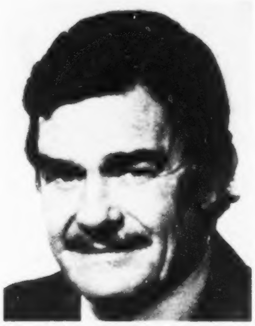
Beales, 30, had been serving as internal auditor. He joined the Association as an accountant in 1974. He has an associate's degree in accounting from National Business College in Roanoke, Va., and is working toward a bachelor's degree in accounting at Strayer College, Washington, D.C. ☐

Tesoriero (seated) and Beales confer.

speeches

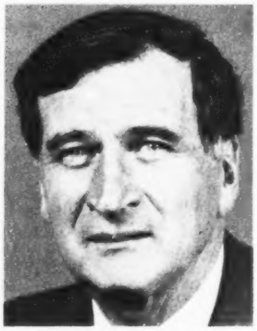


Frank Daniels Jr.



Robert M. White II

Simeon Booker



J. Patrick O'Callaghan

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

- **Speak Out for a Free Press and a Free Society.** ANPA Chairman and President William C. Marcil, president and publisher, The Forum, Fargo, N.D. Wisconsin Newspaper Association annual mid-winter meeting, Appleton, Jan. 14
- **Media Perspectives on Public Trust in Government.** ANPA Treasurer Frank Daniels Jr., president and publisher, The News and Observer and The Raleigh (N.C.) Times. South Carolina Agency Directors conference, Myrtle Beach, Dec. 8.
- **The Press and the First Amendment: Under Siege.** Robert M. White II, president and publisher, Mexico (Mo.) Ledger. Colby College, Waterville, Maine, Nov. 8.
- **Local Government and the Media: First Amendment Responsibilities.** Jean Otto, op-ed page editor, The Milwaukee Journal. Chicago Press Club, Oct. 20.
- **News in an Era of Change.** Austin H. Kiplinger, editor in chief, The Kiplinger Letters and Changing Times magazine. Frank E. Gannett Lecture, Washington Journalism Center, Washington, D.C., Dec. 1.
- **Remarks of the Recipient of the National Press Club's Fourth Estate Award.** Simeon Booker, Washington bureau chief, Johnson Publishing Co. Inc. National Press Club, Washington, D.C., Dec. 7.

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From the joint meeting of the Canadian Daily Newspaper Publishers Association Board of Directors and the Canadian Pulp and Paper Association's Newsprint Division, Montreal, Nov. 30.

- **The Newspaper Industry—Perilous but Optimistic Times.** J. Patrick O'Callaghan, CDNPA president, and publisher, The Calgary (Alberta) Herald.
- **Coping with Difficult Financial Situations.** L. John Rothwell, CDNPA production division chairman, and vice president/production, Southam Inc., Toronto.

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From the Audit Bureau of Circulations annual conference, Nov. 9-11, New York City:

- **ABC Chairman's Report.** Charles A. Tucker, vice president, R. J. Reynolds Tobacco Co., Winston Salem, N.C.
- **ZIP Code Reporting.** Harold A. Schwartz, vice president, circulation, The Journal Co., Milwaukee.

Jeanne Good
Congressional Inform. Serv.
1520 East-West Hwy, Suite 800
Washington, DC

February

ANPA Management Development Workshop
Hotel Continental, Chicago, Feb. 7-11

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Westward Look Resort, Tucson, Ariz., Feb. 9-10

ANPA Postal Committee meeting
Capital Hilton Hotel, Washington, D.C., Feb. 14-15

ANPA/RI Direct Screen Color Separation Seminar
ANPA Research Institute, Easton, Pa., Feb. 14-18

ANPA Convention Arrangements Committee meeting
The Waldorf-Astoria, New York City., Feb. 15

ANPA Foundation Conference for Professional Support of Journalism Education
American Press Institute, Reston, Va., Feb. 20-21

ANPA/RI Advanced Offset Press Operations Seminar
ANPA Research Institute, Easton, Pa., Feb. 28-March 4

March

ANPA Government Affairs Committee meeting
Mayflower Hotel, Washington, D.C., March 8-9

ANPA Telecommunications Committee meeting
Capital Hilton Hotel, Washington, D.C., March 9-11

ANPA Conference for Newspaper Men and Women
Don CeSar Hotel, St. Petersburg, Fla., March 13-16

ANPA Labor and Personnel Relations Seminar
Drake Hotel, Chicago, March 20-23

ANPA/International Newspaper Promotion Association Newspaper Executives Marketing Seminar
Woodlands Inn, Houston, March 20-26

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., March 21-25

ANPA/RI Newspaper Safety and Health Symposium
Holiday Inn, Fisherman's Wharf, San Francisco, March 24-25

ANPA Foundation Newspaper in Education Conference
Holiday Inn-Capitol, Washington, D.C., March 30-April 1

April

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Cathedral Hill Hotel, San Francisco, April 11-13

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., April 11-15

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., April 11-15

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, April 23

ANPA Foundation Board of Trustees meeting
The Waldorf-Astoria, New York City, April 23

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education
The Waldorf-Astoria, New York City, April 23

ANPA Training Committee meeting
The Waldorf-Astoria, New York City, April 24

ANPA Labor and Personnel Relations Committee meeting
The Waldorf-Astoria, New York City, April 24

ANPA Annual Convention
The Waldorf-Astoria, New York City, April 25-27

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, April 27

ANPA Foundation Board of Trustees meeting
The Waldorf-Astoria, New York City, April 27

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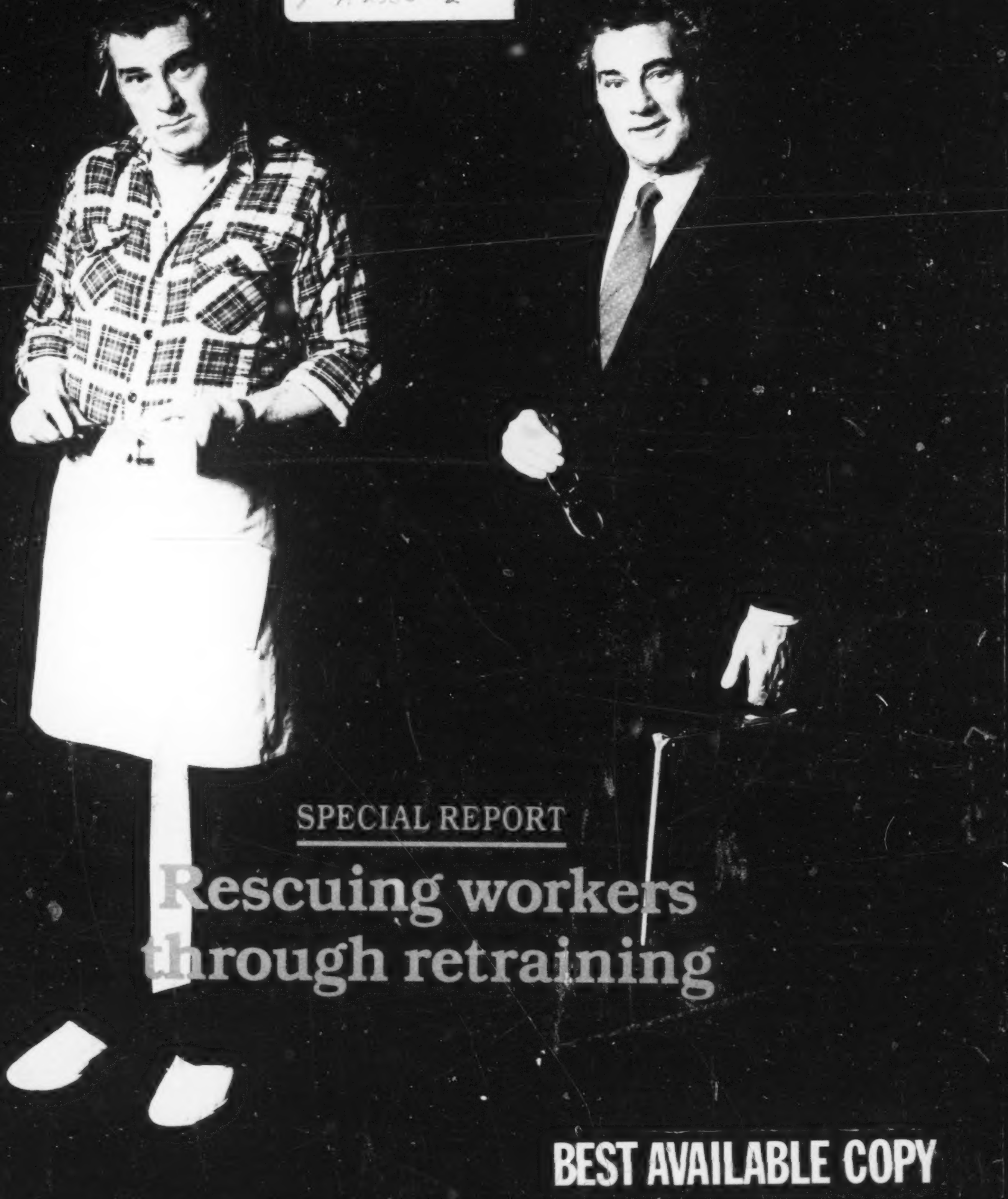

SPECIAL REPORT

Rescuing workers through retraining

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chairman's corner

Publisher-educator meetings can strengthen press, society

I recently discussed a subject at the University of Minnesota School of Journalism and Mass Communication that I think newspaper publishers should broach in an academic setting every chance they get.

William C. Marcil

Dr. Jerry Kline, director of the school, asked me to take part in a lecture series concerning newspaper management.

Kline is bringing a number of media practitioners to the campus to help develop perspectives on creation of a chaired professorship in management and economics of mass media. Support for this chair is coming from an endowment given to the School of Journalism and Mass Communication by Mr. and Mrs. John Cowles Sr. He is the former publisher of the Minneapolis Star and Tribune.

The university is exploring a graduate degree program in mass media and economics management. The faculty and I spent a number of hours discussing the technological environment, the relationship between editorial and marketing decisions, theory and motivation underlying practice, the industry's need for such a degree program and possible course content.

The relationship of the theoretical to the practical side of publishing is a fine basis for a dialogue that almost any publisher would find valuable. Too many times we criticize the journalism schools but provide no substantive recommendations for their consideration.

Another subject with practical and idealistic shadings that we discussed that day concerned high school newspapers: "Why does the local publisher allow the school administration to use the school newspaper as a mouthpiece for the administration?"

Such "house organ" practices, which are more often the case than not for school newspapers, don't allow the students to understand their First Amendment rights and responsibilities.

Other challenging topics discussed that day include:

- Should the editor become part of the overall strategy of the circulation and advertising departments? Does the editor's credibility suffer if he or she participates in marketing the total product?
- Why won't the press admit its mistakes? Why bury corrections on an obscure page?
- What's happened to the credibility of the press, what with the huge libel awards of recent years?

Of course, most of these topics are discussed throughout our industry on a regular basis, and there are no pat answers. But newspaper publishers and journalism deans should start talking and listening to one another more frequently for the common good of the free press and our free society.

Bill Marcil

William C. Marcil
Chairman and President

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RETRAINING

Workers in superfluous jobs get new opportunities

By Clark Newsom
presstime labor writer

The retraining of newspaper employees whose jobs have been eliminated by new technology has gained importance with each step in the process of automation.

In fact, author-futurist Alvin Toffler says that training and retraining of the American work force will comprise one of the fastest-growing industries of this decade.

Whether for humane reasons or because management believes it is cost-effective—or both—a growing number of newspapers have continuing programs to move long-term employees into positions where they can best contribute to the success of the enterprise.

This is somewhat surprising at a time when "the cutback philosophy is very widespread at most organizations," notes Dr. Barry A. Stein, president of Goodmeasure Inc., a management consulting firm in Cambridge, Mass.

In a recent survey conducted by the ANPA Labor and Personnel Relations Department, 58.4 percent of the 543 responding newspaper companies reported they offer retraining to employees affected by job reductions.

For example, one year ago Daniel (Danny) Ross was the casually attired assistant night foreman in The Scranton (Pa.) Times composing room. Now, as a Times advertising account executive, he wears suits to work, spends most of his time meeting with business people and relishes his new opportunity.

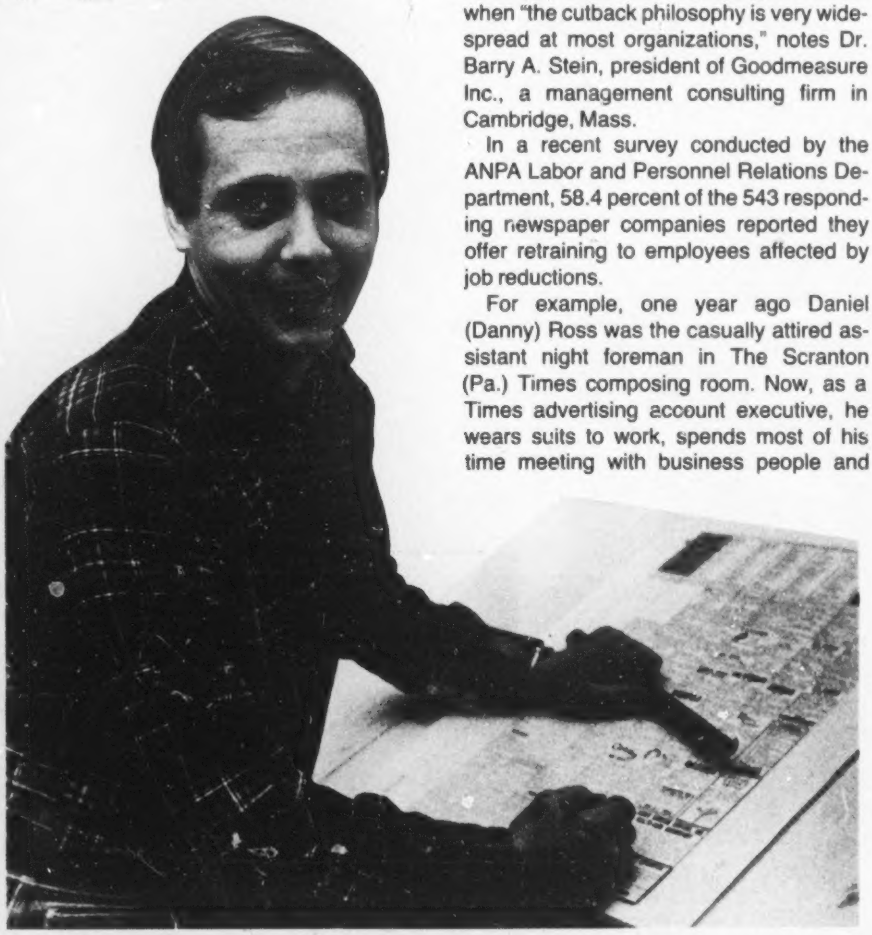
He is one of hundreds of former newspaper production workers who have moved from what Ross calls "a dead-end job" into other departments where there is plenty of work to do.

Another example: In December 1975, when Daniel F. Marchese finished his four-year apprenticeship in the composing room of The Sun-Bulletin and The Evening Press in Binghamton, N.Y., no journeyman printers were being hired at the newspapers because the printing trade had been overtaken by technological change. There was an excess of employees in the composing room. Marchese was given the opportunity to move into the retail advertising department for on-the-job training.

The biggest change for him, he reports, was going from a job where the duties were routine to one "where it's like having your own business, where every day brings something new." Last December, the 37-year-old Marchese was named sales manager of New Channels Press Cable operations, a joint venture of the newspapers and a local cable system.

But for every Ross and Marchese, there is another newspaper employee who lacks either the skills or opportunity to shift to another job in the industry. And there are others who may not want to make a major adjustment in their work lives. "Some are significant shifts," notes management consultant Stein.

"Newspapers get caught in stereotypes in thinking a salesperson is that much different from a production employee," ob-



Scranton's Ross moved from composing room employee (left) to advertising account executive and presentations to people like Charles Trentalange of Sears (facing page).

serves Paul N. Polhman, director of management institutes at the University of Chicago. Polhman has conducted management workshops for ANPA during the past dozen years.

Changing technology. The technological changes that created an excess of production workers at many newspapers began in the mid-1960s with the introduction of photocomposition and the switch from letterpress to offset printing. The unions representing the workers were extremely strong then, and they were able to negotiate job-security agreements with publishers in exchange for granting flexibility in the use of new equipment.

In 1969, there were 162 offset plants among the ANPA membership; at the end of 1981, there were 819. During the same period, the number of letterpress-stereotype plants went from 696 to zero.

Stereotypers were the first group to see their jobs vanish as the use of plastic plates became common. In 1975, for example, 37 stereotypers at The Providence (R.I.) Journal and The Evening Bulletin had their jobs eliminated. While half of them accepted company-offered incentives to retire, 19 were placed in other jobs at the newspapers ranging from building operations to retail advertising sales.

The early 1970s brought the introduction of front-end systems and the beginning of the computer age for newspapers. In 1969, there were no video display terminals at ANPA-member newspapers. At the end of 1981, there were 40,651.

According to U.S. Labor Department statistics, the percentage of production workers in the total newspaper work force dropped from 43.4 percent in 1976 to 38.2 percent in 1981.

And now the International Typographical Union projects that its full-time, working membership will be down to 40,000 by this summer, with less than half of those members working at newspapers. The ITU's projection is a drop of 7,000 from earlier estimates.

Moreover, the advent of pagination—the electronic make-up of a newspaper page—and computer-to-plate printing will soon create a new surplus of workers.

For these reasons, retraining and the matching of talents and needs have been identified by the Personnel Relations Subcommittee of ANPA's Labor and Personnel Relations Committee as among this year's most urgent personnel issues.

"The successful retraining and training programs are those where people accept training willingly, acquire knowledge, practice their training and build a growing skill level," notes ANPA Vice President/Human Resources Roy W. Anderson.

Different approaches. Newspaper companies have approached the problem of dealing with excess "back-shop" employees in different ways. The differences are perhaps most demonstrative at two newspaper operations that have been trailblazers on the pagination path, The Star-News of Pasadena, Calif., and Westchester Rockland (N.Y.) Newspapers Inc.

At The Star-News, the composing room staff dropped from 100 in 1974 to 33 two years ago when the first pagination terminals were installed. Now there are only nine composing room workers.

Employees were eliminated each step of the way, says Publisher William R. Applebee. Many who left in the beginning were older; they retired. Later, a maximum of 30 weeks' pay to those with 15 years' service was offered as an incentive to leave.

Applebee says there were several reasons why the Knight-Ridder daily did not go into retraining. "For one thing," he says, "we were reducing staff in other departments besides the composing room at the same time, and we just didn't have the openings. Another reason was that most of the people were at an age where they weren't really interested in being retrained. Of the nine employees left in the composing room, five are more than 60 years old."

On the other hand, the Gannett Co. Inc.-owned Westchester Rockland Newspapers made a concerted effort to avoid layoffs. The eight suburban New York dailies take pride in the fact they have never laid off employees because of technological change.

Two years ago, camera and composing

Sears
Scranton Times
15-MILE RADIUS PLUS

room employees of the nonunion papers were told that pagination would eliminate their jobs within a few years. The employees were told that if they wanted to go to school to prepare themselves for new jobs, the company would pay for it.

Since then, 66 former composing room employees have transferred into new jobs with the company, according to Employment Coordinator Douglas K. Allen.

The 53-year-old Allen, who started with the company in 1951 as a photographer and was camera room supervisor at the time of the announcement, was one of those who decided to take the company up on its tuition offer. He enrolled in personnel management courses at a community college.

Allen says employees have been transferred into almost every department at the newspapers, including advertising and editorial. Eleven became electronic technicians, maintaining the machines that rendered their old jobs superfluous.

Other experiences. The retraining of excess craft employees for other jobs in the newspaper makes sense, according to many people who have studied the matter. "A key advantage of having former production workers in advertising sales is that they already have full mechanical knowledge of the product," explains Harold F. Marion, advertising manager of The Scranton Times.

> ***"A key advantage of having former production workers in advertising sales is that they already have full mechanical knowledge of the product."***
>
> **Harold F. Marion**
> **The Scranton Times**

From an economic viewpoint, retraining is cost-effective when balanced against financial inducements offered by newspapers to persuade workers to give up jobs that have been guaranteed for a lifetime. "The cost of retraining on an individual basis is fairly insignificant when compared with the cost of a 'buyout,'" says Charles N. Mock, vice president/personnel at the Providence newspapers.

Gene E. McDavid, vice president/operations for the Houston Chronicle, says, "If you have an employee who has been a good employee over the years, you are better off keeping that person than hiring someone from the outside. The people who do well in the composing room do well when we transfer them to other departments within the company."

McDavid, who is chairman of the ANPA Technical Services and Training Committee, says the Chronicle has "an extensive program" for "recycling" and retraining people whose skills are transferable to growing areas like computer maintenance [presstime, Oct. 1981, p. 4].

McDavid reports that last year, about 40 former printers and stereotypers were retrained in other Chronicle departments.

Several years ago, The Courier-Journal and The Louisville (Ky.) Times transferred 30 printers into other departments—10 each in advertising, circulation and the newsroom.

"One of our successful executives in advertising is a former union official," notes Vice President Earl Bullard. That person is William E. Murrell, former president of the local typographical union. Last January, he was promoted from senior account executive to manager of new business development.

The 41-year-old Murrell joined the news-

What happens to the others—the ones who are laid off?

In the restructuring of a newspaper's operations, employees whose jobs are eliminated can't always be transferred into a department with a workload.

Severances are the result. And a presstime sampling indicates that many individuals who have left a newspaper's payroll have not been successful in finding jobs at other papers.

Of the 39 news-editorial employees who were laid off last September when the afternoon Des Moines (Iowa) Tribune merged with The Des Moines Register [presstime, Oct. 1982, p. 62], only seven had landed positions with other papers by late February, according to Director of Human Resources John Kemp.

In Florida, 32 editorial employees were laid off when The Tampa Times was merged with the morning Tampa Tribune last August [presstime, Sept. 1982, p. 48]. Five of them quickly landed other newspaper jobs. Others also may have stayed in the business, but the Tribune lost contact with them, according to G. W. Wright, director of personnel and industrial relations.

The severed employees were kept on the payroll for 10 weeks after the Times was closed. They then received one month's severance pay for each year of service, with no maximum. Also, their vacation pay accrued through October, and group insurance was kept in force until the end of the year.

When the afternoon Sarasota (Fla.) Journal was merged with the morning Sarasota Herald-Tribune last July [presstime, August 1982, p. 42], at least four of 21 laid-off editorial employees found jobs with other papers, according to Personnel Director Charles S. McColley.

In all, 45 people were laid off in Sarasota. They received one week's pay for each year of service, with a minimum of five weeks and a maximum of 13 weeks.

Other newspapers have been forced to resort to economic layoffs for reasons other than merger.

The Atlanta Journal and Constitution laid off 37 full-time people—predominately short-term clerical and office employees, according to W. Harold Garmon, director of labor relations [presstime, Aug. 1982, p. 44].

Relatively few claims for unemployment compensation were filed, indicating that most of the people found other jobs quickly, Garmon notes. Severance pay was generally one week of pay for each year of service.

The Globe and Mail of Toronto terminated about 50 employees last year, including some in managerial and supervisory positions [presstime, Aug. 1982, p. 44].

Most of these people are no longer in the newspaper business because of widespread hiring freezes at newspapers in Canada, notes Orval R. McGuire, director of personnel and labor relations.

The employees received one week's severance pay for each six months of service, with a minimum of four weeks.

papers as an apprentice in the composing room in 1961. In 1978, he applied for an opening in advertising sales and was selected.

Would he do it again? "In a minute," he says. "I enjoy the creativity and freedom involved in working with accounts." There were adjustments to be made, though. "You have to learn how to budget your time. It's quite a change from filling out a time card."

The Scranton Times began its retraining program in 1975, shortly after a new labor agreement was signed with the ITU that gave the newspaper flexibility in the use of new equipment. In return, the Times gave composing room workers lifetime job security as well as early retirement benefits and incentives to sever employment.

The Times soon had a personnel surplus in the composing room. Working with the University of Scranton's counseling center, aptitude tests were offered to printers to measure their interest and ability in either news writing or sales.

General Manager Harry L. Mullin, who at the time was managing editor, says he had some reservations on how transfers would affect the news operation. "My initial reaction was that our staff could become too inbred," he says. "However, I soon changed my viewpoint."

> ***"The cost of retraining on an individual basis is fairly insignificant when compared with the cost of a 'buyout.'"***
>
> **Charles N. Mock**
> **Providence Journal-Bulletin**

The idea of making a printer into a reporter might seem alien to most editors, but not to Mullin. He had made the move himself 16 years earlier when, in his early 30s, he transferred from the composing room to the newsroom.

The Times program is continuing. One printer was recently transferred into the circulation department; another went to the news department as a graphic artist, joining five who had previously made the move to the newsroom as copy editors and reporters. Mullin reports that former printers "tend to make excellent copy editors."

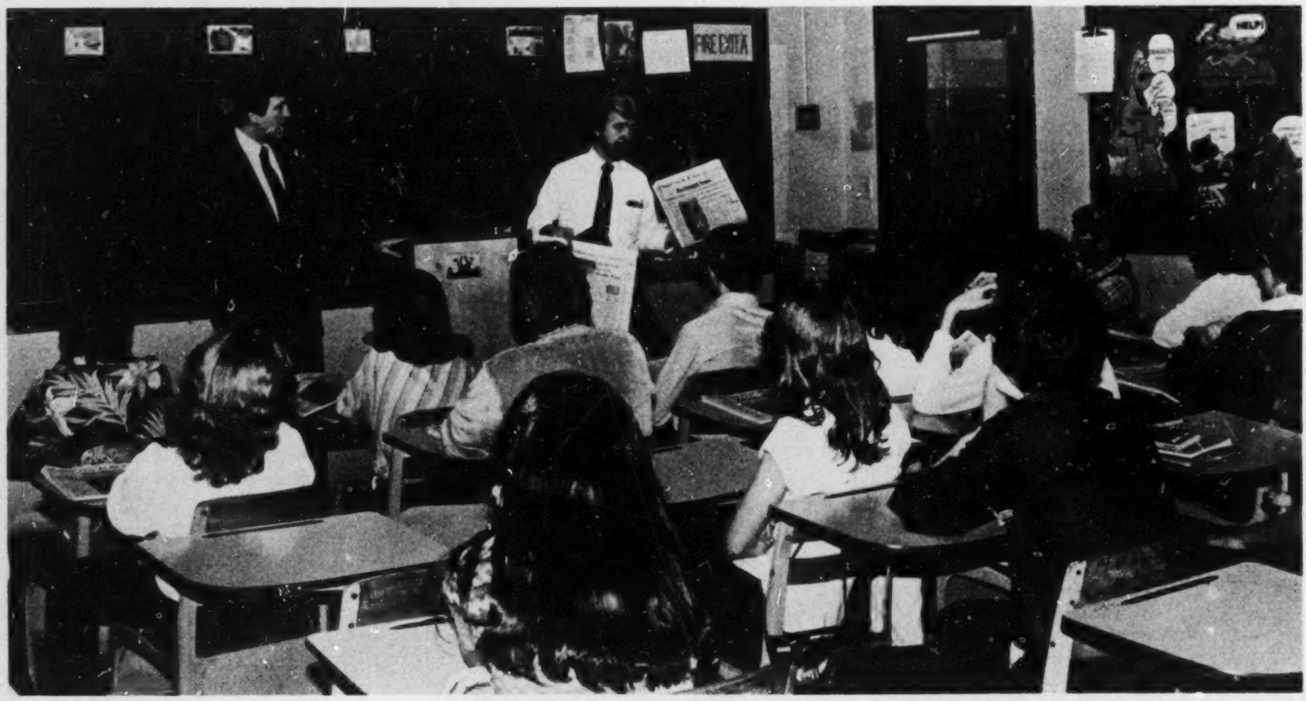
Advertising Manager Marion has 11 former production workers in his department, seven of them in sales. "There is not one who has not performed beyond what was anticipated," he says.

"I love it," says former printer Ross. The 36-year-old account executive started with the newspaper 15 years ago as a driver's helper and finished his four-year apprenticeship as a printer in 1973. When he moved into the advertising department last year, "I did have some apprehension," he says. "I was afraid I might let the company down, but I received good in-house training from the veterans in the department. They and our co-publishers were interested in me as a person."

He notes that the competition—Scranton is one of only 28 U.S. cities with separately owned and operated newspapers—is challenging.

Ross says his lifestyle has been altered considerably in changing from a production job to sales. "I find I've become less conservative," he says. "I was a one-suit-and-sports-coat guy—everything casual. Now I've built up a considerable wardrobe. I kind of like being dressed up all the time."

Moving from night work to days was another big change, Ross says. "The night shift wasn't all that bad," he says. "You could get things done around the house



Former printers Kenneth W. Maxwell and James H. Wiggins are now working in the Newspaper in Education program of The Detroit News.

during the day."

Now he doesn't feel like tackling house projects when he gets home at the end of the day. "The job does consume you, but work is no longer work. It has become a hobby. I don't have time any more for golf."

Perhaps the biggest change was going from a regimented work life to one "where the initiative is on you," Ross says. In a production job, coffee breaks and lunches are taken at a set time. "There are days now when I don't even stop for lunch," he says. "There are other days when I might have a lavish one."

Another, larger newspaper in a competitive situation also has been successful in moving surplus printers into other departments. Gene R. Arehart, vice president and general manager of The Detroit News, says that about 15 percent of the 247 printers at his paper are now working outside the composing room.

The News does not use aptitude tests, but Arehart personally screens and interviews the applicants for other jobs.

There are now about 30 former printers in the circulation department. Some are working as assistants to zone supervisors; others are making direct sales calls on apartment building managers. Two are running the Newspaper in Education program, one is in the research department and six are doing layout work in the advertising department.

"This is a continuing thing," Arehart says. People are being moved as other job slots become available.

In the circulation department, he notes, employees must be placed in jobs that do not conflict with the jurisdiction of the Teamsters union.The printers retain their membership in the ITU and have the right to return to the composing room if they desire. But so far, only three have gone back. The ITU local union is cooperating in the retraining.

Aptitude tests are used in the relocation process at the Providence newspapers. Personnel Administrator William J. McEnery reports that 14 printers have been retrained and reassigned to other departments, including five who are now reporters and another who is a prize-winning photographer.

One of the ex-printers, Harold E. Barker, joined the Providence papers in 1965 as a journeyman. He left the composing room in 1977 to enter an in-house training program for a reporter's job. He is now a staff reporter in the company's Fall River, Mass., bureau.

Printer Doris Wells was given two part-time jobs at The Fresno Bee: librarian and receptionist.

"For me, life really began at 40," says the 48-year-old Barker. He notes that printers are already used to deadline pressures "in a mechanical sense." Still, the transition was not easy. "The first court case I covered was a major murder trial," he recalls. "It was the first time I had ever been in a courtroom."

In California, a dozen printers have transferred voluntarily from the composing room of The Fresno (Calif.) Bee to new jobs at the paper, Personnel Manager Joe C. Yoakum reports. One went to the newsroom as a copy editor, fo[illegible]irculation, two to retail advertising, t[illegible]o classified advertising as telephone ad takers, one to the credit department, one to the employees' library and another into machine maintenance work. They were trained on the job for these new positions.

Although newspapers' training and retraining programs have been established to handle fairly large numbers of workers, each is geared to the individual.

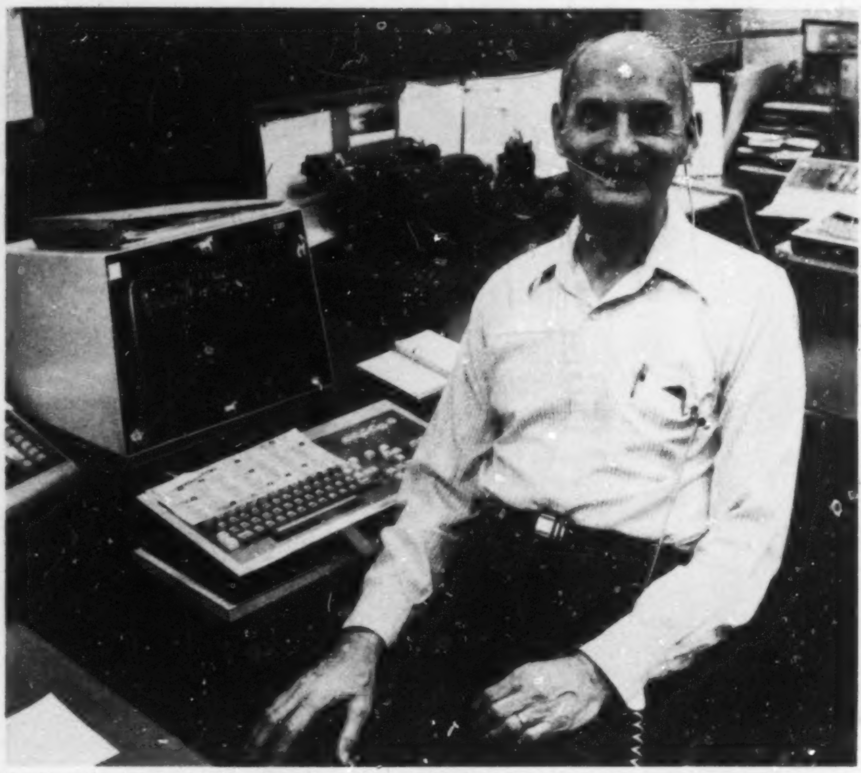
"Our training program is tailor-made for individual employees whether they are 30 or 60 years' old," says C. R. (Bob) Gatlin, manager of training and development for the Louisville papers. "We want to build and upgrade the work force rather than let people stagnate in their jobs," he says.

For example, an assessment of skills and educational background may find an employee needs a course in accounting principles or in writing efficiency, Gatlin says. If an in-house course is not available, the company uses one of the local universities and pays the tuition.

Gatlin says the company has been particularly successful in using the expertise of experienced employees in "coaching" positions where they function as "internal consultants" for younger people in the same field.

Harte-Hanks Communications Inc. also involves experienced employees in training as a collateral responsibility to their regular jobs.

"It's a rejuvenation process," says Giles E. Padel, director of training for the company's newspaper operations. "It's a badge



Another Bee printer, Richard Rhinehart, is now in classified advertising telephone sales.

of distinction to be identified as a trainer. In many cases, the so-called senior statesman in a department is a prime candidate to be a trainer. It builds professionalism in our training program. We have more than 100 trainers, particularly in advertising and editorial, scattered throughout our newspapers."

Gannett has established a new corporate "Training Task Force" to assess the company's training needs.

"One of the continuing subjects brought up is that we're not doing the job we should be doing in terms of training," says Madelyn P. Jennings, Gannett's senior vice president/personnel and administration.

The first priority "will probably be in the retail and classified sales training area," she says. Without formal training, employees often are thrust into a new situation for "baptism under fire," she notes.

Union, government efforts. On the other side of the labor-management equation, some unions also have made efforts to help members move from no-longer-necessary jobs to necessary ones. The results, however, have not been impressive.

An ITU training center in Colorado Springs, Colo., was phased out in 1980 after 20 years because of a decline in students referred there by employers. On-the-job and vendor training had diminished the necessity for training in paste-up, camera and phototypesetting operations.

ITU locals in Chicago and New York City are still involved in training centers, financed in part by collectively bargained contributions from commercial printing companies. The New York center, established in 1928, once had 700 students and seven full-time instructors. It now has 60 students and one full-time instructor.

Mainly, says Anthony Sessa, training coordinator for New York Typographical Union No. 6, the students are taught typing and camera skills. The local no longer accepts apprentices. "We have close to 1,000 members unemployed," he explains.

One union effort to find jobs for displaced workers is now out of business because of a cutback in funds available under the federal Comprehensive Employment and Training Act.

The Puget Sound Printing Trades Job Placement Program in Seattle began in November 1977. It was set up by three locals of the International Printing and Graphic Communications Union to find jobs for former stereotypers. Printers and other craft workers came later, notes Mavis M. Condon, who served as the program's secretary.

The multibillion-dollar CETA program included about $110,000 for the Seattle project the first year and 5-percent more the second. The last CETA contract covering 1980 was extended to April 1981, when funds were cut off. Condon says the program placed about 300 people a year in a variety of jobs.

CETA has been replaced by the Job Training Partnership Act of 1982, which does not become effective until Oct. 1, the start of the government's 1984 fiscal year.

The main purpose of the new act is to prepare youths, unskilled adults and the poor for entry into the labor force. However, Title III of the act applies to projects for retraining displaced workers, with an emphasis on private-sector job training.

President Reagan's budget request for the Department of Labor in fiscal 1984 includes $3.5 billion for training and jobs. Under Title III of the act, $240 million would go for the dislocated-worker program.

Even so, experts say, it is clear the Reagan administration believes the problem of finding jobs for dislocated workers and others should be solved primarily by the private sector and the state governments, not by the federal government.

ANPA's Anderson puts it this way: "Futurists are predicting the information business will grow to $400 billion, and our training programs will have to provide the resources for part of this expansion. The specialists of yesterday and today are the targets of our retraining programs as we prepare individuals with outmoded skills for the evolving era of new technologies.

"Our willingness to invest long-term in people may promote our future growth and prevent government involvement in our educational and job-security programs." ☐

Related stories:

- **"Outplacement" programs, p. 44**
- **Arbitration trends, p. 47**

Government/legal roundup

(Editor's note: This compilation of government and legal issues affecting newspapers is prepared four times a year by the ANPA Government Affairs and Legal departments. The last one appeared in the January 1983 edition of presstime.*)*

Press freedom

Freedom of Information: Renewed efforts to amend the Freedom of Information Act are expected in the new Congress. The Reagan administration reportedly is seeking a sponsor, other than Sen. Hatch (R-Utah), for legislation more like the bill Hatch originally introduced two years ago. In the previous Congress, Sen. DeConcini's (D-Ariz.) efforts to exempt the Secret Service from the FOIA failed; but the Commodity Futures Trading Commission gained protection when its authorization bill passed carrying an FOIA exemption for its investigative files [presstime, Jan. 1983, p. 12]. The Justice Department Jan. 7 issued a reformulated policy narrowing the standard for consideration of FOIA fee waiver requests by all government agencies [presstime, Feb. 1983, p. 11]. The ABA House of Delegates Feb. 9 considered a package of FOIA changes recommended by its Administrative Law Section. (See story, p. 12.)

Juror interviews: The 5th U.S. Circuit Court of Appeals Dec. 30 ruled reporters have the right to interview jurors after conclusion of a trial.

Cameras in courtrooms: The 11th U.S. Circuit Court of Appeals Jan. 4 ruled there is no First or Sixth Amendment right to camera access to a judicial proceeding. In a related matter, CBS continues to seek support for a petition to be filed with the Judicial Conference of the United States requesting amendment of federal criminal rules which bar cameras in federal courtrooms. (See story, p. 18.)

Privacy: The U.S. Supreme Court Feb. 22 refused to review a lower court ruling that two Missouri newspapers were negligent in publishing the name and address of a kidnap victim whose assailant was still at large [presstime, Jan. 1983, p. 15]. The case, *Tribune Publishing v. Hyde,* involved The Columbia (Mo.) Daily Tribune and the Columbia Missourian.

Open courts: There will be no appeal of the decision by an appellate judge in New Brunswick, Canada, rejecting constitutional jurisdictional challenges to a trial court judge's conviction of a reporter for the Bangor (Maine) Daily News for violating his gag order. The U.S. Supreme Court has granted certiorari in *Press-Enterprise Co. v. Superior Court of California,* in which a trial judge closed jury-selection proceedings in a rape-murder case and sealed related transcripts. (See stories, p. 18.)

Telecommunications

AT&T settlement: AT&T filed its reorganization plan with Judge Greene's court Dec. 16. ANPA did not file comments on it.

Cable: A lawsuit has been filed in Denver over the awarding of a cable franchise on an exclusive basis. The case could have broad impact on the cable industry where franchisees have invested huge sums of money for elaborate systems on the assumption that the franchise would be exclusive. (See story, p. 21.)

Direct broadcast satellite: The Federal Communications Commission Jan. 13 considered a staff proposal for reallocating microwave licensee spectrum assignments to make way for DBS. (See story, p. 19.)

Postal

Third-class rates: USPS Board of Governors Feb. 16 rejected Postal Rate Commission's recommended, permanent, third-class rates. The issue now returns to the commission for a further recommendation. (See story, p. 14.) ANPA has been granted status as a limited participator in a case which will establish the amount of the discount to be given first-class business mailers using the nine-digit ZIP.

Congress: President Reagan Dec. 21 approved a fiscal 1983 appropriation of $789 million in revenue foregone funds for the Postal Service. That resulted Jan. 9 in an approximate 10 percent increase in postal rates for newspapers mailing within the county of publication or less than 5,000 copies outside the county [presstime, Feb. 1983, p. 21].

Postal survey: Approximately 406 newspapers have responded to the ANPA/NAB survey, representing about a 25 percent response. (See story, p. 14.)

Business

Taxes on newspapers: The U.S. Supreme Court Jan. 12 heard oral argument on the question of whether *Minnesota* may assess a use tax on newsprint and ink only against the state's largest daily newspapers. ANPA filed an amicus brief in the case, *Minneapolis Star and Tribune Co. v. Minnesota.* In *Los Angeles,* the city council Dec. 14 rejected a proposal to extend the city's gross receipts tax to newspapers and broadcast media. Newspapers in *Denver* continue to await a ruling in their challenge to a city sales

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tax on newspapers. The *Minneapolis* City Council Dec. 10 adopted an ordinance for the licensing of newspaper racks, including a $10 per rack fee and specific city approval for each location. The Minneapolis Star and Tribune and Gannett Co. are considering an appeal. At the state level, the *Pennsylvania* legislature in December exempted advertising preprints distributed in newspapers from its sales and use tax [presstime, Jan. 1983, pp. 16-17]. Publishers in *Virginia* supported a bill passed by both houses of the legislature exempting them from a ruling last summer by the state tax commissioner that newspapers must pay the 4-percent state sales tax on preprints. The bill was awaiting the signature of Gov. Charles Robb in late February. The newly installed *South Carolina* attorney general is considering whether to reverse his predecessor's approval of taxing newspaper advertising supplements. The *Tennessee* Department of Revenue has appealed to the Tennessee Supreme Court a decision of the Kingsport Chancery Court that the costs to newspapers of news services, advertising illustration books, press maintenance and other equipment repairs are exempt from state sales and use taxes. (See story, p. 15.)

Independent contractors: The 8th Circuit Court of Appeals Feb. 1 granted a rehearing in *Paschall v. Kansas City Star*, in which a lower court permanently enjoined the Kansas City Star Co. from taking over its own distribution and eliminating its independent carriers. (See story, p. 18.) Meanwhile, employers await action by the Internal Revenue Service to implement new reporting provisions contained in the Tax Equity and Fiscal Responsibility Act. ANPA and the International Circulation Managers Association are watching to see whether the IRS regulations will reach newspapers [presstime, Feb. 1983, p. 12].

Joint operations: A decision is pending in the 9th Circuit on whether a federal district judge properly blocked implementation of a joint operating agreement between the Seattle Times and Seattle Post-Intelligencer [presstime, Jan. 1983, p. 15]. . . . A federal court dismissed a challenge to the Honolulu JOA. (See story, p. 17.)

Newsprint tariffs: An ANPA-supported effort to sidetrack a new definition for newsprint failed at an international meeting on the subject Feb. 9 in Brussels. The U.S. delegation, however, was convinced to support the ANPA position. (See story, p. 33.)

Employee relations

VDT safety: The National Institute for Occupational Safety and Health is negotiating a contract with a health maintenance organization for a study to determine whether there is a connection between video display terminals and birth abnormalities [presstime, Jan. 1983, p. 14].

OSHA cancer program: OSHA reportedly is considering withdrawal of its current policy for identifying, classifying and regulating carcinogens. (See story, p. 13.)

NLRB appointments: The Senate Feb. 17 confirmed the nomination of Donald L. Dotson to the National Labor Relations Board. The action supercedes the recess appointment of John C. Miller, whom President Reagan had designated chairman. Dotson will now serve as chairman [presstime, Feb. 1983, p. 35].

Unemployment benefits: The Vermont Supreme Court Dec. 8, in a case involving the Rutland Daily News, ruled that striking employees can collect unemployment benefits when their walkout does not substantially curtail their employer's operations [presstime, Feb. 1983, p. 35].

Advertising

Food: The FTC Dec. 17 voted to end its food advertising rulemaking—a proceeding that was initiated in 1974. The rule would have required specific disclosures in food ads including claims about calories, cholesterol and other health related matters. The FTC said it will focus on deception in food ads on a case-by-case basis.

Cigarettes: The last Congress failed to pass legislation affecting warnings on cigarette labels and in advertising, but the issue is expected to resurface during the 98th Congress [presstime, Jan. 1983, p. 12].

International

UNESCO: President Reagan was scheduled to report to Congress in late February on the administration's evaluation of UNESCO, including its activities in the communications sector. Actions by UNESCO over the past three months at its "medium term" planning conference and the IPDC Governing Council meeting are among those being scrutinized for the report [presstime, Jan. 1983, p. 18]. IPDC distributed $1.6 million among 33 projects [presstime, Jan. 1983, p. 14].

"Talloires II": Tentative plans are being made for a second gathering of press executives in Talloires, France, Sept. 30-Oct. 2. (See story, p. 17.)

Costa Rica: An American reporter challenging Costa Rican law requiring all practicing journalists to belong to a government-sanctioned professional organization was acquitted Jan. 14 when Judge Jeanette Sanchez ruled that the law infringed on the Costa Rican constitution [presstime, Feb. 1983, p. 20].

Radio Marti: The 97th Congress failed to approve the Reagan Administration's proposal for Radio Marti, which would broadcast to Cuba. The issue promises to return in the 98th Congress. Cuba has threatened widespread jamming of radio signals in the United States in retaliation.

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ABA pulls back FOIA proposals

Following a complaint by the Joint ABA-ANPA Task Force, a section of the American Bar Association that had drafted recommendations for changes in the Freedom of Information Act withdraw half of them from consideration.

At the Feb. 9 ABA House of Delegates meeting in New Orleans, the Administrative Law Section withdrew the four recommendations considered the most controversial, deferring them until the Delegates' August meeting.

The four deal with defining agency records, national security and intelligence, law enforcement rules and manuals, and investigatory records.

According to ABA Assistant Staff Director Deborah van Peski, the deferred recommendations will be the subject of hearings that will be open to participation by "all interested parties." No date has been set for the hearings.

In a Jan. 24 letter to the chairman of the ABA's Administrative Law Section, the co-chairmen of the ABA-ANPA Task Force requested the delay.

Task Force Co-chairmen Robert F. Erburu, president and chief executive officer of The Times Mirror Co., and Stuart L. Kadison, senior partner in the firm Kadison, Pfaelzer, Woodward, Quinn & Rossi, said they had "serious problems" with some of the recommendations. They specifically mentioned one that Congress grant "significant relief" from the FOIA for intelligence agencies.

The co-chairmen expressed concern that these recommendations had "not been the subject of open discussions with members of the Task Force and other interested parties, such as representatives of media organizations."

According to van Peski, a letter expressing similar concerns was sent by the chairman of the ABA's Standing Committee on Association Communications.

At its February meeting, the House of Delegates approved the four remaining recommendations of the Administrative Law Section. They deal with time limits for agency action on FOIA requests; computation, collection and waiver of fees; miscellaneous procedural issues; and invasion of privacy. None of these recommendations was strenuously opposed by ANPA or other media groups, according to Jacquelyn Jackson, ANPA assistant manager/government affairs.

In their letter, the Task Force co-chairmen said the recommendations on establishing uniform fee schedules for all government agencies and maintaining existing time limits for responses could improve the act's effectiveness. □

Estate tax group sets two goals to ease burden

The newspaper business' Tax Law Action Group has set two near-term goals in its drive to ease the burden of federal estate taxes on family-owned businesses. The group is made up of publishers of family-owned newspapers.

At a Jan. 26 meeting leaders of the group set the following legislative priorities:

- Expanding the "shareholder test" for eligibility for extended time payments of estate taxes from the present 15 shareholders to at least 35
- Allowing funds to be accumulated to redeem stock for estate tax payments without incurring the penalty tax on accumulated funds.

In addition, the group will support repeal or deferral of the tax on generation-skipping transfers and reduction or elimination of situations resulting in double taxation of dividends.

Martin Casey, ANPA manager/government affairs, said TLAG leaders judge the climate in the 98th Congress to be "potentially less favorable" to estate tax improvements than in the 97th Congress, but that "further effort can be productive."

Casey also noted that House Ways and Means Committee Chairman Dan Rostenkowski (D-Ill.) recently suggested a "freeze" on tax reductions scheduled to take effect after this year, including reductions in the maximum estate tax rates and increases in unified gift and estate tax credits enacted in 1981 [presstime, Sept. 1981, p. 11].

Two longer-term goals of TLAG are development of a system for prepayment of estate taxes from after-tax company income and legislative language instructing the Internal Revenue Service not to consider comparable sales in valuing a business property for estate tax purposes when heirs seek to continue operating the business.

TLAG grew out of separate task forces formed by ANPA and the National Newspaper Association in 1978 to study federal estate tax laws and their effects on family-owned newspapers. □

Legislative notes

Journalism is the occupation of 28 members of the 98th Congress, according to Congressional Quarterly magazine. This is the same number as in the 97th Congress and once again makes journalism the sixth largest occupational category among the lawmakers [presstime, April 1981, p. 14]. The figures for other occupations are law, 261 members; business or banking, 174; education, 54; public service/politics, 51; agriculture, 36; medicine, seven; aeronautics, five; engineering, five; law enforcement, five; professional sports, four; clergy, three; labor leaders, two; and military, two.

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The Society of Professional Journalists, Sigma Delta Chi has produced its annual **Freedom of Information report**. FOI '82, an 80-page tabloid, was produced in cooperation with Gannett News Service. It reviews developments on the state and federal levels as well as on college campuses and in the international arena. Copies are available from Gannett News Service, Box FOI, 1627 K St., NW, Washington, D.C. 20006

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The House subcommittee with jurisdiction over the Freedom of Information Act has changed its name. The Subcommittee on Government Information and Individual Rights has become the **Subcomittee on Government Information, Justice and Agriculture.** It is a subcommittee of the Committee on Government Operations.

According to subcommittee staff, the name change reflects the interest of Chairman Glenn English (D-Okla.) in agricultural matters. □

New ANPA policy advocates content freedom for all media

The ANPA Board of Directors has approved a policy statement that says freedom from government regulation of content should be "maximized" for all media, regardless of the means by which that information is distributed—either through print or electronically.

The Board did not specify what actions should be taken to implement this policy.

ANPA committees working in this area—Government Affairs, Telecommunications and Press/Bar Relations—have the responsibility for recommending further action to the Executive Committee and the Board.

The Board's policy statement is as follows:

"Recognizing that the growth and convergence of technologies for the delivery of information do not change the essential nature of communications in a free society, ANPA reaffirms that the public interest is best served where freedom from content regulation is maximized regardless of the means by which information is disseminated."

The Board adopted the statement at its Jan. 31-Feb. 2 meeting in Hawaii. The statement had been recommended last year by the Association's nine-member Special Task Force on Content Regulation of Electronic Media [presstime, Jan. 1983, p. 56].

Even in the absence of a policy position, however, the Association had taken actions consistent with the new policy. For example, in comments to the Federal Communications Commission last year on the commission's proposed regulations for broadcast teletext service, ANPA supported the FCC's plan not to impose content regulations [presstime, March 1982, p. 14].

The adoption of policy statements for the Association is not a common action. The last such decision was in 1981 when the Board approved the ANPA Telecommunications Statement of Principle dealing with issues involving telephone companies' interest in electronic data transmitted over their own lines.

Two proposals dealing with content regulation of electronic media currently receiving wide attention are one by the FCC, led by Chairman Mark S. Fowler, to repeal the fairness doctrine and equal time and reasonable access provisions of the Communications Act of 1934, and another by Sen. Bob Packwood (R-Ore.) to amend the Constitution to guarantee freedom of expression to the electronic media [presstime, Jan. 1983, p. 13].

Hearings expected to be conducted by Packwood early this year did not take place. As of late February, no hearings on his proposal were scheduled. □

OSHA reviews carcinogen policy; defers publication of new target lists

Until the Occupational Safety and Health Administration completes a review of its policy for identifying, classifying and regulating workplace carcinogens, it will not publish any more lists of substances it considers potential targets for regulation under that policy.

Under the carcinogen regulations, which took effect in April 1980 [presstime, April 1980, p. 15], OSHA was to issue regularly two lists—a "candidate" list of substances to be given further scientific review and a "priority" list of substances most likely to be regulated by OSHA. The agency issued only one list, a "candidate" list, in August 1980.

In its Jan. 4 announcement, OSHA said it would be a waste of time and resources to publish lists if the criteria for developing them could change. It also said that the earlier, published list was misused and possibly misunderstood.

OSHA had been expected to complete its review of the carcinogen policy by December 1982, but it did not meet that deadline.

An agency spokeswoman said no new timetable has been set. □

Regulatory notes

The Justice Department will not investigate **antitrust allegations** made by the Arkansas Gazette against the Arkansas Democrat, but it has given the Federal Trade Commission clearance to probe the matter if it chooses.

Hugh G. Patterson Jr., president and publisher of the Arkansas Gazette, confirmed reports in a Bureau of National Affairs publication that his newspaper had lodged a complaint with the Justice Department and subsequently with the FTC "charging predatory pricing practices among other things" against the competing Little Rock daily. Patterson said the complaints were filed "quite a while ago."

An FTC spokeswoman would not confirm or deny the existence of an investigation, as is the agency's policy.

Alan L. Marx, chief of the litigation section at the Justice Department, said that clearance does not mean that an investigation automatically follows. In this case, he said, "we have informed the FTC we are not investigating. . . . If they want to, they can."

The two agencies, both of which have jurisdiction over antitrust matters, routinely go through the clearance procedure to avoid duplication of effort.

Paul R. Smith, vice president and general manager of the Arkansas Democrat, said he had not been contacted by the FTC.

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The FTC has ended its **investigation of the 1981 purchase of the plant of the defunct Washington Star** by The Washington Post Co.

The agency was looking into the purchase as a possible antitrust violation [presstime, March 1982, p. 17].

Officials of the Post and Time Inc., publisher of the Star, were informed of the closing of the case in Nov. 17, 1982, letters from FTC Secretary Carol M. Thomas, who said the review had shown that "no further action is warranted by the commission at this time."

The FTC does not announce either the opening or closing of investigations of possible violations of law. However, formal letters of closing are placed on the public record in the agency's public reference branch. □

Lower 3rd-class rates rejected; governors seek joint study

By C. David Rambo
presstime staff writer

The U.S. Postal Service Board of Governors Feb. 16 rejected the Postal Rate Commission's proposed decrease in rates for third-class, carrier-route, presorted mail. The governors sent the case back to the rate commission for reconsideration.

However, the governors also proposed a "joint study" between them and the commission to determine an "appropriate structure of third-class rates in an attempt to resolve in a future proceeding this longstanding disagreement between the postal service and the commission."

The disagreement stems from the last general postal rate case in which the two groups could not agree on appropriate third-class rates. The governors eventually went ahead and set their own rates. That action led to a lawsuit which resulted in an order for the parties to try, once again, to reach agreement.

The rate commission's latest recommendation included approximately a 10-percent decrease in the basic cost for carrier-route, presorted mail, coupled with a slightly higher "weight break" allowing more weight to be mailed for the cheapest price [presstime, Feb. 1983, p. 21].

This rate would give a major boost to marriage-mail firms, which unite advertising circulars in a single package and mail them at the low, bulk-rate cost. Many newspapers have been affected adversely by marriage-mail competition through loss of preprint revenue.

ANPA had opposed the commission's recommendation, calling it inappropriate because it was based on different cost methodology than that used in determining all other rates.

The governors decided that the commission's proposed rates "created a danger that third-class bulk rate mail would produce insufficient revenue to cover its fair share of postal costs."

The governors' decision was issued one day after the ANPA Postal Committee met in Washington for its semiannual meeting. Committee members stressed the importance of maintaining equitable third-class mail rates.

Also at the meeting, representatives of the New Postal Policy Council explained that their organization is a trade association formed by major corporations to encourage maintenance of an efficient U.S. postal system. The group has warned that USPS may lose substantial revenues primarily in first-class mail as a result of future use of electronic banking—an element in many videotex systems being tested.

Council Chairman Richard W. Coughenour, director of mail services and office automation for Citibank of New York City, said electronic banking at home, automatic teller machines and other paperless forms of bill paying "will take the check out of the mainstream." Because a major portion of the nation's mails consists of bill-paying, such a loss could threaten USPS.

Richard Coughenour

However, Coughenour did not advocate the Postal Service's entry into electronic delivery, which is being done through a system the USPS calls "E-COM" (electronic computer-originated mail). "I think they should stay in the business they belong in. That's delivery of hard copy," he said.

Appearing with Coughenour was Michael F. Cavanagh, founder of a postal and telecommunications consulting firm called Cavanagh Associates. He, too, warned of dangers from potential loss of postal revenue. (See **essay**, p. 27.) ☐

ANPA seeks better response to survey

Newspapers in recent years have increased their spending on third-class mail dramatically, according to an initial assessment of responses to a newspaper business survey.

The responses also indicate that about a fourth of newspapers with circulations up to 50,000 do not believe their markets will be targeted by competing marriage mail firms in the next three years.

However, the ANPA Board of Directors and the ANPA Postal Committee—dissatisfied with the confidential survey's 25-percent response rate—have asked non-participating newspapers to complete and return the questionnaire promptly, even if they are able to answer only parts of it. Additional copies are available from the ANPA Government Affairs Department at The Newspaper Center, Reston, Va.

Purpose of the project, sponsored by the newspaper business's Joint Postal Task Force, is to determine "the past, present and potential use of the U.S. mail by newspapers, and competitive uses of the system by others." It represents the first attempt to compile such data [presstime, Dec. 1982, p. 16].

Among early indications:

- There have been steep increases in third-class spending by newspapers. Larger ones generally experienced the biggest jumps.
- There were no major changes in the past several years in the number of newspaper copies mailed second-class. The survey shows that as circulation rises, the percentage of mailed copies decreases. ☐

NAB schedules more shared mail 'work sessions'

The Newspaper Advertising Bureau will hold a second series of nine work sessions on shared mail for NAB members. The first series last year drew more than 700 newspaper executives.

The schedule for the new round of free, half-day meetings is as follows:

March 2 in Atlanta; March 4 in Fort Lauderdale, Fla.; March 15 in New York City; March 25 in Chicago; April 4 in Newton, Mass.; April 8 in Dallas; April 15 in Salt Lake City; April 18 in Los Angeles; and April 20 in Seattle.

For more information or to register, contact James H. Hollis, vice president for mass merchandising sales, NAB, 485 Lexington Ave., New York, N.Y. 10017; (212) 557-1846. ☐

Hungry states eye newspaper taxes

Publishers in Virginia and Arkansas have made progress in deflecting attempts to levy taxes on newspapers, but the assault continues in several other revenue-hungry states.

A presstime roundup of recent, newspaper-related tax activity turned up the following:

Virginia: Both houses of the legislature overwhelmingly passed a bill to exempt newspapers from a 4-percent sales and use tax on the cost of printing advertising supplements carried in newspapers.

The Virginia Tax Commissioner began levying the tax last year [presstime, Oct. 1982, p. 21]. In late February, the bill was awaiting the signature of Gov. Charles Robb.

Arkansas: Following hearings in February, a bill to end a sales tax exemption for the sale of advertising space in all media died in the legislature.

However, the House Committee on Taxation still plans to review all exemptions to the sales tax later this year, and newspapers will be expected to appear at hearings and offer testimony on why their exemption should continue.

South Carolina: Lawyers representing retail merchants and newspapers met with the state attorney general Feb. 11 in an attempt to reverse a ruling issued by his predecessor.

That ruling approved an attempt by the state tax commissioner to levy a sales tax on advertising supplements carried by newspapers.

The attorney general has taken the matter under advisement.

Kansas: A lawsuit challenging the state's right to tax K mart advertising supplements brought into the state for inclusion in newspapers has been sent back to a lower court by the state Supreme Court.

The justices ruled the suit had been tried initially in the wrong court, and a new hearing by another lower court has been requested. Kansas tax officials maintain that such supplements are not component parts of newspapers and are therefore liable for tax.

Connecticut: Sales taxes, which already are collected on preprinted advertising supplements, would be extended to all advertising under the terms of a bill introduced in the legislature in February. The bill was recommended by a bipartisan tax commission and has the support of the governor, according to John C. Peterson, president of the Connecticut Editorial Association.

Supporters say such a tax would raise $10 million in new revenue and would allow the state to lower the sales tax from 7.5 to 7 percent. Peterson said the tax would put Connecticut newspapers, which compete with many adjacent, out-of-state newspapers, at a competitive disadvantage.

A separate measure, also introduced in the legislature, would tax circulation revenues. Hearings on both issues are expected this month.

Washington: A proposal to tax advertising was dropped from a bill under consideration in the legislature in February.

However, newspapers still face a long-term review that will examine whether their exemptions to state sales and professional services taxes should be maintained.

Newspapers also are waging a running battle with tax officials over whether they must pay a form of value-added tax on materials, such as page plates and negatives, that newspapers purchase and later rework for use in production.

Washington applies such a tax to manufacturers who buy materials and then reshape them for use in producing a product, thus increasing their value. So far, decisions have been case-by-case, usually when newspapers are audited for tax purposes. Paul R. Conrad, executive director of Allied Daily Newspapers, described the situation as "an ongoing conflict."

Tennessee: An attempt by the state Department of Revenue to collect taxes on news services, advertising illustration books, press maintenance and other equipment repairs involved in publishing a newspaper was appealed to the state Supreme Court in December. A newspaper response to the appeal was expected by March 1.

Kingsport Publishing Co., which had been taxed for those items during a 1981 state audit, won an exemption to the tax under a ruling by the Kingsport Chancery Court last year. ☐

Media-government task force to draft Massachusetts reporter-shield bill

Action is underway to draft shield legislation in one of three states that have denied a reporter's right to refuse to disclose confidential news sources or unpublished information.

Michael S. Dukakis

Massachusetts Gov. Michael S. Dukakis Jan. 21 said he would form a special task force to draft a shield bill. He told an audience of newspaper publishers that the jailing last year of Paul W. Corsetti, a reporter for the then Boston Herald American, focused attention on the state's lack of a shield law.

Dukakis said the task force would be made up of representatives of the media, the courts, the legislature and district attorneys.

According to the Reporters Committee for Freedom of the Press, courts in two other states, Hawaii and Idaho, also have denied the existence of reporters' privilege.

The committee said 26 states have shield laws, courts in 12 other states have recognized some form of privilege, and in the nine remaining states there have been no cases dealing with the issue [presstime, May 1981, p. 15].

In a related development, the New Mexico Supreme Court has approved a new rule of evidence for state courts in cases where reporters claim the right to withhold information. The rule, which took effect Nov. 1, was written by a coalition of press and bar groups. ☐

Another banner year for anti-press activity

Organizations trace old, new curbs on freedom

By Elise Burroughs
presstime staff writer

While violence continues to haunt journalists around the world, new institutional curbs on press freedom also appear to be growing, according to several organizations that monitor freedom of the press.

Recent reports from the International Press Institute, Freedom House, the U.S. State Department and the Committee to Protect Journalists indicate at least nine journalists were killed on the job in 1982, not including those who were caught up in politically motivated slaughters in Iran and Suriname. That compares to an estimated 22 deaths in 1981 [presstime, Feb. 1982, p. 18].

As for the moves toward establishing philosophical frameworks for controlling the press, the director of the IPI put it this way: "In the developing countries where the press continues to fall under government control, so-called 'development journalism' is the order of the day, and woe betide any right-thinking newsman who attempts to criticize the regime."

Also disturbing, reported the IPI's Peter Galliner, is a growing attitude of "public animosity" toward the press. One manifestation of it is increasing support for a statutory right of reply in the news media—that is, giving equal prominence to opposing points of view.

"There is nothing wrong with this (practice)," Galliner said, "but it should be the press which makes the first move, not officialdom."

Leonard Sussman, executive director of New York-based Freedom House, voiced fears about proposals being discussed under the auspices of UNESCO to rewrite the communications section of Article 19 of the Universal Declaration on Human Rights. The article states: "Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers."

Sussman observed that "any rewriting is likely to diminish" press freedom.

He also warned of a budding movement to protect "national cultures," saying it threatens the ideals of a free, privately controlled press.

"UNESCO's broad anthropological definition of culture facilitates a fresh examination of news reporting, commercial advertising, book publication and entertainment," he said.

Freedom House estimated that the number of countries with a free press remained stable at about one-third of the global total in 1982.

In Turkey, Indonesia and the Philippines, newspapers were closed and journalists imprisoned. The privately owned press in India, South Africa, Kenya and Malta continued to fight new press restrictions.

And there were signs that the inclination toward press freedom was spreading in some areas. In Botswana, for example, where the press in 1981 was listed as government-owned but free from interference, an independent, commercial newspaper was started.

Yet Freedom House estimated that in 42 percent of the world's nations, the press is firmly under the control of governments.

In several other, "partly free" countries, press restrictions continued a downward slide, Freedom House added. In Turkey, Indonesia, and the Philippines, newspapers were closed and journalists imprisoned. The privately owned press in India, South Africa, Kenya and Malta continued to fight new press restrictions.

Opinions varied about some other countries.

Both Freedom House and the State Department, for example, described the Arab press in Israel as free, aside from minor censorship of military matters.

The IPI, however, described Israeli censorship as "heavy-handed," and the Committee to Protect Journalists reported, "Palestinian editors have complained that Israeli censorship has become so severe that the three Arabic dailies in East Jerusalem have been forced to fill their pages with innocuous items and non-controversial stories translated from the Hebrew press. . . . Arab journalists have been beaten, jailed and threatened with deportation."

Freedom House also identified Bangladesh as a free-press country, but the State Department reported the Bangladesh media "practice self-censorship by avoiding explicit mention of topics about which the Martial Law Admininstration is particularly sensitive." The IPI said all newspapers there are "subject to official guidance and advice."

A relatively new area of concern is national press agencies, which in some developing nations appear to be trying to establish themselves as the sole "gatekeeper" of news flowing into and out of those nations.

An example of this is in Malaysia, where, IPI's Galliner said, there has been a proposal "that all international news agencies should channel their news to local clients through the Malaysian national news agency, Bernama." That idea sprang from a UNESCO-sponsored meeting, he said.

Sussman pointed out that half a century ago there were 39 national news services in 28 countries, and 70 percent of those were at least nominally independent of governments. Today, he said, there are 105 such agencies, mostly clustered in countries where the press is not free or only partly free. "Of the nations with the lowest civil liberty ratings, 95 percent operate government news agencies."

On the bright side, Sussman noted increased offers to train journalists and to improve communications facilities, both through UNESCO's International Program for the Development of Communication and through private efforts, such as those of the World Press Freedom Committee. They are helping to mute demands for a new world information order, he said. ☐

World press notes

Several groups will sponsor a second **International conference on press freedom** Sept. 30-Oct. 2 in Talloires, France.

The first such conference in 1981 resulted in the Declaration of Talloires, which was signed by journalists from 20 countries [presstime, July 1981, p. 26]. The principles of that declaration have been used at recent UNESCO meetings to counter worrisome aspects of the proposed "new world information order."

Sponsoring organizations for the upcoming conference include the World Press Freedom Committee, the Commonwealth Press Union, the International Federation of Newspaper Publishers, the International Press Institute and the International Federation of Periodical Press.

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Poland retaliated in February for the expulsion of its news agency correspondent from Washington, D.C., by **ordering United Press International to close its Warsaw office.** The actions were triggered by a January incident during which UPI correspondent Ruth Gruber was expelled from Poland [presstime, Feb. 1983, p. 20].

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The **32nd International Press Institute General Assembly** will be May 15-18 in Amsterdam, Netherlands.

Session topics will include the impact of communications satellites, reporters' dilemmas in Latin America and UNESCO proposals on the right to communicate. For information, contact Martin Casey, ANPA manager/government affairs, at The Newspaper Center, Reston, Va.

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FIEJ, the International Federation of Newspaper Publishers, will **not award a 1982 Golden Pen of Freedom** at its 36th annual Congress May 24-28 in London. It is the first time since the award was established in 1961 that no recipient was named by the FIEJ Executive Committee. ☐

Correction

In an article on p. 18 of the February 1983 issue, the name of Lloyd Carver, wire editor for The Tennessean in Nashville, was misspelled, and a cutline identifying him was inadvertently dropped. Presstime regrets the error. ☐

Honolulu JOA suit dismissed

U.S. District Court Judge Jesse W. Curtis has dismissed an antitrust suit against The Honolulu Star-Bulletin and The Honolulu Advertiser over their 21-year-old joint operating agreement. But the case may not be over.

Curtis ruled favorably on two motions by the newspapers to dismiss the suit on grounds that it was without merit and that the issues and the evidence were outdated.

The plaintiffs, the city and county of Honolulu, said Curtis' Feb. 10 rulings were "in error." City Council Chairman Patsy T. Mink said Feb. 15 the plaintiffs may appeal to the 9th U.S. Circuit Court of Appeals, but first they will seek a "settlement" with the newspapers.

David Reber, an attorney for the newspapers, said in late February he had not yet met with city and county officials. "Until we know what they want, we can't say" how the newspapers will respond to a settlement proposal. "We're willing to listen to what they have to say," he added.

The newspapers moved for dismissal during a trial last summer that resulted in a hung jury [presstime, Sept. 1982, p. 14].

Curtis's rulings on the motions put the jury issue to rest.

The Honolulu newspapers are two of 46 newspapers in 23 cities covered by the 1970 Newspaper Preservation Act. It affords limited antitrust immunity to newspapers that merge all operations except editorial when at least one of the newspapers is in danger of financial failure.

In the case against the Gannett Co. Inc.-owned Star-Bulletin and family-owned Advertiser, the city and county claimed that the dailies—through their joint agreement formed in 1962—established a combination advertising rate lower than the sum of their individual rates and thus diminished competition for ad dollars. They filed their suit in 1979.

Curtis in 1980 refused to dismiss the case, saying the joint agency's antitrust immunity was not "grandfathered in" by the 1970 act. He said JOA newspapers, if challenged, must prove that at least one newspaper was in poor financial health at the time of the agreement.

In his final rulings, Curtis said the newspapers demonstrated that the Advertiser was, in fact, a failing newspaper before the joint agreement.

He also said that in order for a lawsuit to be successful, it must have been filed within four years of passage of the 1970 act—the number of years set forth in applicable antitrust statutes of limitations. Some observers have speculated that this statute-of-limitations ruling could deter suits against other newspapers whose joint operating agreements were in effect at the time of enactment.

There is one other suit pending against an existing joint agency. A defunct weekly and a defunct shopping guide claimed in a suit filed in 1979 that neither Gannett's El Paso Times nor Scripps-Howard's El Paso Herald-Post was in sufficient financial trouble to qualify under the act [presstime, Jan. 1981, p. 14]. A trial date had not been set by late February. ☐

U.S. suggests Providence case be denied

The Justice Department has recommended that the U.S. Supreme Court not hear *Home Placement Service v. Providence Journal Co.*, in which the newspaper company is appealing a decision that it violated antitrust law by refusing to accept certain advertising [presstime, Oct. 1982, p. 19].

The Justice Department, in a friend-of-the-court brief filed by Solicitor General Rex E. Lee, said the 1st U.S. Circuit Court of Appeals correctly ruled that the newspaper "made an overly restrictive business decision" by refusing to run the ads.

The department also agreed with the appeals court that the First Amendment does not protect newspapers from liability under the Sherman Antitrust Act.

The Journal Co. has argued that it has a First Amendment right to reject advertising it deems objectionable. In the case at issue, it chose not to run an ad offering a listing of rental properties for a fee.

ANPA, in a friend-of-the-court brief last fall, agreed with the company that the newspaper's constitutional rights were not given adequate consideration. It asked the court to hear the case. ☐

Court briefs

The U.S. Supreme Court Jan. 24 said it would hear *Press-Enterprise Co. v. Superior Court of California*, in which The Press-Enterprise of Riverside, Calif., is challenging a trial judge's order **excluding the public and press** from jury selection in a rape-murder case and sealing the transcript of the jury selection proceeding [presstime, Nov. 1982, p. 12].

Oral arguments will be heard during the court's next term beginning in October.

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The Miami Herald and a public broadcasting company in Miami will ask the U.S. Supreme Court to rule that **cameras should be allowed in federal courtrooms.**

The parties will appeal an 11th U.S. Circuit Court of Appeals decision that upheld the Federal Rules of Criminal Procedure on the cameras-in-the-courtroom issue. The rules had been cited by a lower-court judge in banning photography and electronic coverage for the bribery trial of U.S. District Court Judge Alcee L. Hastings [presstime, Feb. 1983, p. 14].

Hastings was acquitted in early February. But "the (coverage) issue is still alive and will be in all federal cases" until the Supreme Court acts or the federal rules are changed, said Thomas R. Julin, attorney for the press petitioners.

Meanwhile, a group of media organizations including ANPA is considering asking the Judicial Conference to change its rules regarding camera coverage.

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The 8th U.S. Circuit Court of Appeals has granted the Kansas City (Mo.) Star Co. an *en banc* rehearing of a case in which a three-judge panel of the 8th Circuit previously decided against the newspaper company's plan to stop using **independent contract carriers** [presstime, Feb. 1982, p. 15]. The rehearing before the full, eight-member court tentatively was scheduled for this month.

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The Bangor (Maine) Daily News decided not to continue its appeal of a case in which one of its reporters was found guilty of **violating the Canadian Criminal Code** after the paper published his article about a criminal trial in New Brunswick despite the trial judge's order banning publication [presstime, Feb. 1983, p. 15].

The Queen's Bench, a low-level appeals court, affirmed the conviction but rescinded the fine and erased the reporter's personal criminal record.

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United Press International may appeal to the U.S. Supreme Court a Hawaii Supreme Court decision that UPI must stand trial in a **libel suit** originally filed in 1977.

Following a report in a now-defunct weekly, the wire service reported that a member of the Hawaii Board of Land and Natural Resources was the "godfather" of organized crime in the state. The story was picked up and run by various Hawaii newspapers and broadcast media.

The Board of Land member referred to in the story, Larry E. Mehau, and another member sued all the media involved for libel. They also sued a state legislator who made similar accusations based on the news reports.

The media outlets—except for the weekly—won summary judgment in lower-court proceedings, but the state Supreme Court said the plaintiffs are entitled to prove their charges also against UPI and Kinau Boyd Kamalii, who is no longer a legislator.

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Trial has been set for Sept. 6 in the Court of Common Pleas in Cuyahoga County, Ohio, in a suit alleging that prolonged exposure to newspaper ink has resulted in **cancer and death** for pressmen.

Donald B. Hanna, a pressman at The Cleveland Press, filed the suit in 1981 against seven ink manufacturers. The number of defendants later grew to 16. One of the plaintiff's attorneys, Robert L. Sweeney Jr. of Cleveland, said in late February the number may be reduced as a result of what has been learned in the discovery process.

Hanna said he developed cancer as a result of his occupation. His suit is one of seven filed against ink makers by either other pressmen or their widows. One of the other suits was filed on behalf of the estate of a deceased pressman at The Plain Dealer. No other trial dates have been set.

All the cases originally were filed in U.S. District Court, Cleveland [presstime, Oct. 1981, p. 17]. The federal court dismissed them for lack of jurisdiction, and the plaintiffs then went to the Ohio state court system.

Spokesmen for the ink companies have called the suits "totally without merit."

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Jamaica's highest court has discharged all members of a jury in a **libel trial** against the island's biggest daily newspaper, The Daily Gleaner, because the jury foreman was found to be employed by a union that has ties to the plaintiff, former Jamaica Prime Minister Michael N. Manley.

Manley filed suit in August 1978 over two paragraphs in a column reporting that he condoned torture for political purposes.

The trial judge discharged the jury foreman, and, on appeal of the Gleaner, Jamaica's highest court relieved the full panel. Manley said he will appeal that order.

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The Washington Post, The Montgomery Journal and the weekly Montgomery Sentinel asked Maryland's appellate courts to reverse a Montgomery County, Md., trial judge's decision to **close pretrial proceedings** in a rape case.

Judge Rosalyn B. Bell said the public and press would be excluded from major portions of a pretrial hearing in late February because "overriding prejudice" could result against the defendant if the media reported the event.

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The attorney for Keith Milton Rhinehart said he will ask the U.S. Supreme Court to hear the appeal of a Washington state court order that Rhinehart hand over to The Seattle Times financial and membership records of the Aquarian Foundation, a spiritualist church Rhinehart founded about 25 years ago. The newspaper had requested the documents in the discovery process of a **libel suit** Rhinehart filed against the Times [presstime, Jan. 1983, p. 15].

Rhinehart, in turn, had requested and received a protective order prohibiting the newspaper from publishing information contained in the documents. The Times in late February was considering appealing that portion of the order. □

Signals from the sky

DBS could be yet another strong competitor

By Kathleen Criner

For newspaper publishers, there's another in the seemingly endless stream of new electronic communications technologies to be aware of. It's called direct broadcast satellite, or DBS, service.

It could compete for advertisers' dollars and for subscribers' time and money. On the other hand, because there are no cross-ownership impediments, a newspaper company could get into the DBS business. The capital investment could be less than the just over $200 million recently paid for three daily newspapers in Jacksonville and St. Augustine, Fla.

DBS is generally defined as the transmission of video services by satellite directly to small receiver antennas which are located at individual homes. But recently, some industry observers have suggested that DBS operators also could feed their programming to low-power TV stations or to cable television systems, much like other satellite programming services.

In September 1982, the Federal Communications Commission gave Satellite Television Corp., a subsidiary of Comsat, permission to begin building the first U.S. DBS system. In November, seven other companies received permits for construction of DBS satellites and ground-support facilities.

The proposed systems will require capital investments ranging from $136 million to $760 million, and the earliest estimated launch of a DBS system is 1985.

In the meantime, however, two different companies have announced plans to offer a satellite-to-home television service using an existing satellite, sometimes called "psuedo-DBS" service. This means it can be offered sooner, as early as 1983-84.

But because the existing satellite has a lower power level than the proposed DBS satellites, larger, more expensive receiver dishes will be required. For example, the dish to receive the Comsat DBS service should be no larger than 2 1/2 feet in diameter and cost $300 to $500 to produce. By comparison, United Satellite Communications Inc., which will use an existing satellite, will require dishes that have a diameter of nearly four feet, cost $500 to $600 to produce and may be more difficult to install.

The new, high-powered DBS technology already has undergone tests in Japan, Canada and Australia.

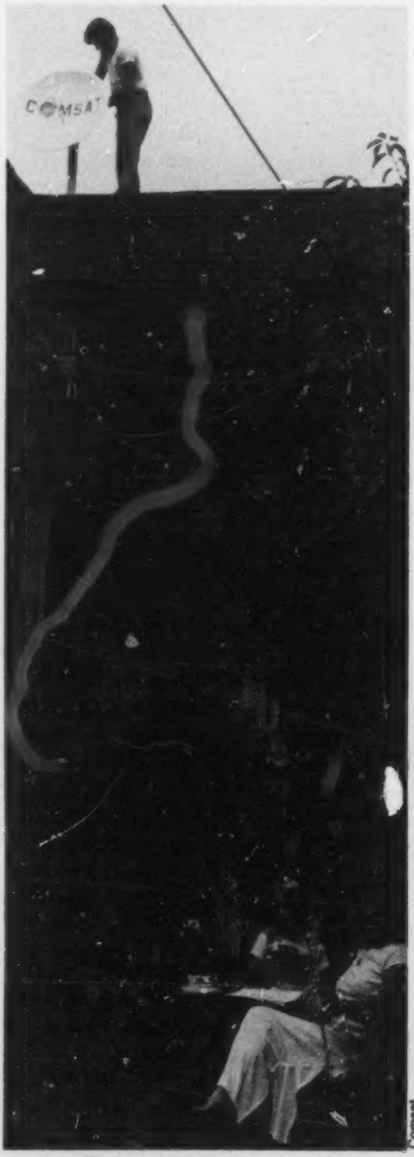
Last summer, the FCC adopted "interim" rules for DBS service pending this June's Regional Administrative Radio Conference, an international meeting that will assign frequencies and orbital slots for U.S. DBS service. The FCC's interim rules assign frequencies in the 12 gigahertz band (12.2-12.7) for DBS transmission. Currently the 12 GHz band is used by terrestrial microwave operators, including some newspapers. They would be moved to other frequencies after 1988 [presstime, Feb. 1983, p. 16].

The interim rules impose a minimum of regulation for the new service. For example, there are no cross-ownership rules or access requirements. And the FCC said it would decide on a case-by-case basis how a certain DBS service would be regulated—as a broadcaster or as a common carrier. (The companies that have already received DBS construction permits plan both broadcast and common carrier services.)

Market considerations. While the regulatory and technical questions have been, or soon will be, resolved, a variety of market considerations remain. Some of the key questions are: What will the public be willing to pay for DBS service? How will DBS affect other technologies such as cable television, videodiscs, MDS (multipoint distribution services) and STV (subscription television), and vice versa?

According to recent U.S. studies, DBS service needs five million subscribers nationally to be viable and economically sound. Because it requires an unobstructed line of sight between the satellite and receiver dish, some people living in densely populated urban areas or in mountainous regions may find reception difficult. However, DBS could be an effective vehicle for providing services to people living in rural areas.

A study for the National Cable Television Association by Browne, Bortz & Coddington suggested that consumer de-



Comsat

A DBS dish may cost $300-$500.

Criner is ANPA director/telecommunications affairs.

mand for non-broadcast programming can be met by a four or five channel service—the kind of service most DBS operators are proposing. Thus, by providing services in non-cable markets, DBS could be profitable in large urban markets like Washington, D.C., which have not yet awarded cable-TV franchises.

Bortz's study, however, notes that cable retains a price advantage, plus the ability to offer two-way services. Moreover, cable should be well-entrenched in most communities by the time DBS services are launched two or three years from now; thus, cable should remain the dominant medium. But even where cable television already is established, the study concluded that DBS might be profitable with only a small share of each market.

Most DBS applicants proposed offering four or five channels of premium movies. The service proposals that the 10 DBS applicants have made include: pay-per-view movies and concerts; advertiser-supported, network-type programming; high definition television (a more detailed, higher quality picture); delivery of network programming; subscription television, and teletext.

DBS would seem to be competing, then, with cable TV systems or the national television networks.

FCC Commissioner Steven Sharp recently suggested, however, that local network affiliates may feel the real impact of DBS within the next seven to 10 years. As Sharp noted, today's three television networks have strong financial incentives to change their current system of feeding programming by telephone lines to local affiliates. Under his scenario, the networks could use DBS to reach viewers directly, bypassing the local affiliates altogether.

The technology also can be used to offer electronic publishing services, as at least three DBS applicants have recognized.

Graphic Scanning, for example, has proposed a national teletext service, while Comsat's subsidiary also mentions offering electronic text services in its application. A third applicant, Satellite Syndicated Systems, has still another application in mind: electronic mail and data transmission.

In addition, DBS could transmit computer software to "intelligent" terminals—those with computer memory.

DBS teletext probably would resemble the national services that KEYCOM Electronic Publishing and Time Inc. already are offering to cable systems. Like any broadcast teletext system, it could be carried on a full DBS channel or inserted into the vertical blanking interval—or VBI, that portion of the TV signal which is not needed for video programming.

Textual information in the VBI could complement regular programming or be tailored to meet special user needs for medical, financial or other types of data. In fact, a VBI text service could do both, since DBS operators will be able to program the VBIs of the three to six channels they plan to program.

Regardless of which options they choose, however, DBS operators may not have much to offer newspapers except more competition. Most of their "electronic publishing" services will be national in scope, with no *local* news.

If newspapers participate in this new market at all, it may be through those DBS operations targeted for cable or low-power TV, outlets which could use a local news or advertising sales component.

Right now, most talk about DBS is speculative at best; its viability is by no means assured. Although consumer demand for video programming is well established, no one knows whether DBS will be on the scene quickly enough to meet it. Assuming that it can, will there be any need for still evolving electronic publishing services? The jury is out. □

New ANPA report lists videotex, teletext projects

The ANPA Telecommunications Affairs Department is publishing a report on videotex and teletext projects in the United States, Canada and Europe.

The 65-page "Information Systems Report" covers projects that are operational on either a commercial or experimental basis.

It is the second such report published by ANPA [presstime, April 1981, p. 27].

Copies will be available in April at a cost of $25 each for ANPA-member newspapers, $35 for nonmembers. Contact Suzanne M. Bilinski, ANPA Telecommunications Affairs Department, at The Newspaper Center, Reston, Va. □

ABC-TV report shows networks losing viewers

The three broadcast television networks not only have been losing ratings to independent stations, cable programming and other video distribution methods, they also have been losing viewers, according to information recently filed with the Federal Communications Commission.

This goes against the conventional wisdom that although the networks' slice of the TV pie was decreasing, the numbers of viewers watching their programs was continuing to rise because of the steady growth in numbers of television households.

But the network statistics bolster the opinion of some in the newspaper business that with the fragmentation of the TV audience newspapers will emerge as the only true national mass medium. (Others, while agreeing with the possible diminution of the networks' role, see possible mass medium challengers in cable television, through interconnecting cable systems, and in direct broadcast satellite service. (See story, p. 19.)

The new slant on the situation was contained in comments filed by one of the networks, American Broadcasting Cos. Inc., in support of the FCC's proposal to repeal syndication and financial interest rules. These regulations bar the networks from reselling programming.

The ABC filing reveals that the number of U.S. television households increased from 65.57 million in 1972-73 to 81.937 million in 1981-82. At the same time, the average ratings for the three networks' prime-time programs went from 51.9 percent to 46.8 percent. (Ratings measure the percentage of TV households watching certain programming.)

From 1972-1979, the ratings decline did not result in a decline in the average number of households receiving the three networks' messages because of the growing number of households.

However, in 1980-81 and again in '81-82, the ratings slipped enough to register a decline in the number of viewing households also—from 39.437 million in 1979-80, to 38.417 million in 1980-81, to 38.347 million in 1981-82. □

Senate votes to ease broadcast rules; panel hears bill clarifying cable policy

Broadcast and cable TV bills are getting early Senate attention in the 98th Congress.

On Feb. 17, two days after the Committee on Commerce, Science and Transportation reported it out of committee, a broadcast deregulation bill was passed by the Senate.

On Feb. 16, the Commerce Committee's Communications Subcommittee began two days of hearings on a bill to clarify regulatory policy regarding cable television.

The Broadcast Deregulation Act of 1983 (S 55) is similar to a bill that passed the Senate in the last Congress but was not acted on by the House [presstime, May 1982, p. 35]. It codifies a Federal Communications Commission order substantially deregulating radio broadcasting; eliminates comparative renewal proceedings for radio and television stations, allowing the FCC to renew a license if the licensee has not committed any serious violations of the Communications Act and, in the case of television, if the licensee has met a public interest standard; and sets up a schedule of annual fees for licensees.

The Cable Telecommunications Act of 1983 (S 66), the subject of the subcommittee's hearings, is similar to legislation approved last year by the Commerce Committee but not considered by the full Senate [presstime, Jan. 1983, p. 14]. The bill, sponsored by Subcommittee Chairman Barry M. Goldwater (R-Ariz.):

- Prohibits any regulation or restriction of ownership of cable systems based on a person's ownership of other media
- Permits municipalities to purchase cable systems but only at fair market value and without control over programming content
- Provides that cable systems with 20 or more channels must set aside 10 percent of them for use by public, educational and governmental programmers (A provision in last year's bill for another 10 percent of channels to be set aside for leased access is not in this version.)
- Permits states and cities to regulate rates for basic service (Basic service is defined as retransmission of broadcast signals and does not include original programming.)
- Prohibits any government regulation or restriction of cable or telecommunications services, by which is meant letting "marketplace forces" determine which services are offered and at what price, according to a committee staffer.
- Provides that the FCC may establish a reasonable franchise fee ceiling to be paid by cable operators. ☐

Viewtron sets commercial service ad rates

Viewdata Corp. of America Inc. Feb. 1 announced advertising rates for Viewtron. Commercial launch of the telephone-based videotex service is this fall in the Miami-Fort Lauderdale and West Palm Beach areas of Florida [presstime, Feb. 1983, p. 17].

Viewdata, a subsidiary of Knight-Ridder Newspapers Inc., said the charge to place advertisements in the service's central computers is $1 per frame (screenful) per week. Production charges are: computer input, $15 per frame; frame update, $5 per frame; and frame creation, $45 per frame. Viewtron officials expect some larger advertisers will do their own production.

Other marketing charges announced were a 1-percent fee for processing a sale made through Viewtron's transactional capability, a $1 processing fee for advertisers generating leads rather than actual sales and a 15-cents-per-frame-per-subscriber charge for advertisers sending personalized commercial messages to individual subscribers through Viewtron's "directronic mail" service.

Viewtron has not yet announced consumer charges, but a marketing official said the subscription rate is not expected to exceed $30 a month.

Consumers also must buy their own hardware—available so far only from AT&T, which developed the technical standard for Viewtron.

However, Viewdata Corp. said it will provide technical support to any terminal manufacturer interested in building compatible units. ☐

First Amendment violation alleged in cable franchise

A nonprofit legal foundation has filed suit in federal court charging that the city of Denver violated the First Amendment in awarding a cable television franchise.

The case is attracting attention because, unlike numerous other legal challenges to the granting of exclusive cable franchises, its claim rests entirely on constitutional grounds.

Mountain States Legal Foundation contends the award of an exclusive franchise to Mile Hi Cablevision Inc. last year "prevented other choices in the marketplace," according to William H. Mellor III, acting president of the foundation. Further, Mellor said, the conditions attached to the franchise—programming control and review, for example—also violated the First Amendment.

The foundation, formed in 1977 by a group of businessmen concerned about government intrusion into business and private affairs, is willing to take its case to the U.S. Supreme Court, Mellor said. Its goal, he added, is to limit government regulation so that cable television is no more regulated than newspapers.

There have been "probably three or four dozen disputes" challenging the awarding of exclusive cable franchises, said John M. Mansell, editor of Cable Franchising, a newsletter that follows developments in the field. Typically, he said, First Amendment issues are raised along with antitrust or other issues, and the courts have ruled on the narrow issues avoiding the constitutional question. By limiting itself to the First Amendment issue, Mountain States is forcing the court to address it, he said.

The city of Denver and Mile Hi Cablevision, named as a defendant along with its parent companies American TV & Communications Corp. and Daniels & Associates Inc., have asked the U.S. District Court in Denver to dismiss the suit.

If the foundation is successful, cable companies that have agreed to build elaborate systems to secure what they thought were exclusive franchise rights fear they could find competing companies building less expensive systems next to theirs. ☐

Telecommunications notes

The Justice Department said Feb. 4 it has asked that its petition for court review of the Federal Communications Commission's **cellular radio rules** be dropped. The department's Antitrust Division had contended that the rules were "unnecessarily anticompetitive" because they provided that one of the two cellular licenses to be awarded in each market be set aside for a telephone company [presstime, Nov. 1982, p. 18]. Acting Assistant Attorney General Ronald G. Carr said various factors had convinced the division that the petition's chance for success was small.

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The FCC Jan. 20 proposed establishing a new **"private radio communications service"** that could provide a lower cost alternative to cellular radio. In this service, a person in a vehicle could communicate by radio with a unit in the person's home or in another vehicle. The home unit could be interconnected to the public telephone network.

* * *

An agreement was announced Feb. 7 between Chronicle Publishing Co. and Videotex America to explore the feasibility of offering **videotex and teletext services** in the San Francisco Bay area.

Chronicle Publishing publishes the San Francisco Chronicle and owns broadcast and cable television systems. Videotex America is a partnership between Times Mirror Videotex Services and Infomart of Toronto.

The agreement is similar to those previously reached with Phoenix Newspapers Inc. and The Florida Publishing Co. [presstime, Aug. 1982, p. 17].

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Two U.S. companies involved in **teletext tests** recently announced agreements with equipment manufacturers for the production of terminals.

Time Inc. said Matsushita Electric Industrial Co. Ltd. of Japan will work with it to develop hardware for consumer information services.

Taft Broadcasting Co. said Zenith Radio Corp. of Glenview, Ill., will supply terminals for the teletext service it is testing over its station WKRC-TV in Cincinnati [presstime, Dec. 1982, p. 12].

* * *

A Connecticut Superior Court judge has overturned a 1980 state regulatory agency's ruling that The Times Mirror Co. sell either The Hartford Courant or two Hartford-area cable television systems [presstime, Aug. 1980, p. 30].

In his Jan. 25 decision, Judge David M. Borden said that the FCC, not the state Department of Public Utility Control, has authority in such matters. And the FCC, he noted, had decided in 1975 not to regulate **newspaper-cable cross-ownership.**

The DPUC and Connecticut Consumer Counsel Barry S. Zitser intend to appeal the decision to the Connecticut Supreme Court, according to a DPUC spokeswoman.

* * *

A task force of the ANPA Telecommunications Committee, which was formed to investigate **new-technology opportunities for newspapers,** has launched its effort by outlining goals and targeting subjects for research [presstime, Nov. 1982, p. 15].

The "Opportunities Task Force," which met Jan. 19 and Feb. 23 in Washington, D.C., decided to focus primarily on opportunities "which may result from the AT&T divestiture." But it also will include "new possibilities which have emerged as a result of changing market conditions or technology."

* * *

The FCC Jan. 27 asked for public comment on a staff proposal to ease its **media ownership definition.**

The definition is key to the commission's multiple-and cross-ownership rules, one of which prohibits ownership of a newspaper and a broadcast station in the same market.

Currently, the FCC defines ownership as the holding of 1 percent or more of the voting stock of a company with more than 50 stockholders, or any voting ownership in a company with 50 or fewer stockholders. For passive, rather than voting ownership, the definition is 5 percent.

The commission proposes to set the standard to determine both voting and passive ownership at a point between 5 and 20 percent.

ANPA staff attorneys are reviewing the proposal. ☐

Transportation notes

A strike by the Brotherhood of Locomotive Engineers against Consolidated Rail Corp. was averted in February by President Reagan's appointment of a special emergency board. A **60-day cooling-off period** is in effect until mid-April.

The President has no authority under the Railway Labor Act to prevent a strike after the cooling-off period. Congressional action would then be needed to prevent a walkout [presstime, Oct. 1982, p. 39].

The BLE called the strike in an effort to standardize the engineers' national contract. Of 16 unions representing Conrail workers, it was the only one that did not agree to wage-increase deferrals as part of an agreement nearly two years ago affecting wage levels into mid-1984. Conrail has negotiated the wage concessions in hopes of reducing operating costs.

* * *

The defunct Chicago, Rock Island & Pacific Railroad Co. has filed a **reorganization plan**, subject to court approval, that would end its rail operations, pay off its debts and create a new, non-railroad company.

Meanwhile, a federal judge has **approved a reorganization plan** for the Boston and Maine. It incorporates acquisition of the property by Guilford Transportation Industries Inc. for $24.3 million. The plan must be approved by the railroad's creditors [presstime, Sept. 1982, p. 39].

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The ICC has proposed **major changes in credit rules** for the surface transportation industry.

The credit period for railroads would be extended from five to 10 calendar days. Motor carrier bills would have to be paid within 15 calendar days instead of seven working days.

ANPA's Newsprint/Traffic Department will answer publishers' questions about the proposal, which also covers allowable credit periods.

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The International Longshoremen's Association, which has 116,000 members at ports on the Atlantic and Gulf coasts, plans to **open negotiations** March 3 and hopes to ratify a new contract by mid-July. The current, three-year contract expires Sept. 30 [presstime, July 1980, p. 35]. ☐

Small daily brightens image, generates sparks from readers

While many newspapers around North America are trying to get in touch with the needs and feelings of their readers, one Canadian daily has a group of readers that is expressing its feelings in a manner that's maybe a little too close for comfort.

The dispute stems from changes made in the Lethbridge (Alberta) Herald since its acquisition by Thomson Newspapers Ltd. of Toronto.

Beginning with a public meeting in December, the Lethbridge Committee for Quality Journalism has sponsored a picket line, a week-long advertising and subscription boycott, a private meeting with newspaper management, a formal complaint to the Alberta Press Council and two more public meetings.

The 60-member committee says it does not like a recent series of changes in the layout and news treatment of the 27,549-circulation evening daily. It claims the newspaper has cut back on in-depth local and national coverage of serious news subjects and is playing up "trivial" features and sensational news.

The group has written to public officials in Canada citing the changes as evidence of what happens when a public company acquires a local daily and tries to mold its unique aspects into a corporate image.

The committee, which has attracted national press attention in Canada, seeks restoration of "substantive news coverage," according to its chairman, Edwin W. Webking, a professor of political science at the University of Lethbridge.

Webking said a 1980 readership survey indicated that a majority of readers liked the Herald. "The survey showed the TV guide, the comics and the sports section were the least-read sections of the paper," Webking said.

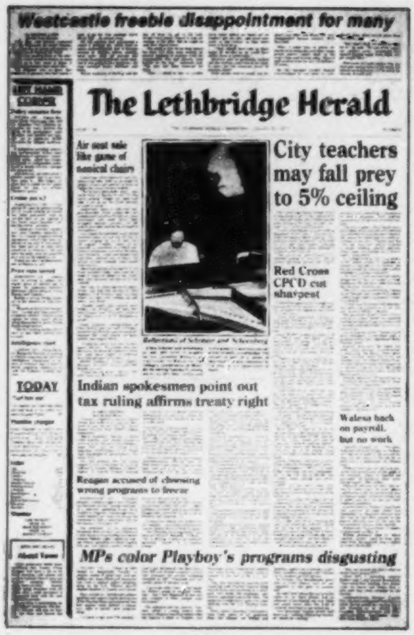
John Farrington, managing editor of the Herald, acknowledged that the newspaper has made some recent changes designed to make it more appealing to readers throughout southern Alberta, where it circulates. He said that in trying to appeal to a larger, rural audience, the newspaper apparently has alienated a small, "elite" group affiliated with the university.

Farrington said he remains committed to publishing a newspaper that will appeal to all readers, not just to a small group. "Putting out a paper for journalists is fine if you are circulating to journalists," he said. "We're putting out a paper for readers."

The managing editor said committee members have exaggerated the extent of the changes, and when he has tried to pin down their objections, they usually come down to a difference in news judgment. "I don't think they have made any criticisms that we can take seriously," Farrington said.

Farrington said the boycott brought the cancellation of only 53 subscriptions—and ad linage rose 58 inches. "Every newspaper should have a boycott," he said.

In late February, Webking said the committee was planning to monitor the daily and publish regular criticism of its coverage. The committee is using criteria developed as backgound information for the Kent Commission investigation [presstime, June 1982, p. 44] to evaluate whether the Herald still is providing quality journalism. ☐



Westcastle freebie disappointment for many

The Lethbridge Herald

Air seat sale like game of musical chairs

City teachers may fall prey to 5% ceiling

Red Cross CPCD cut sharpest

TODAY

Indian spokesmen point out tax ruling affirms treaty right

Walesa back on payroll, but no work

Reagan accused of choosing wrong programs to freeze

MPs color Playboy's programs disgusting

Readers-per-copy put at 2.7

Daily newspapers' readers-per-copy averaged 2.7 in last year's Simmons Market Research Bureau survey of the top 39 U.S. markets.

In the first national study of newspaper readership, conducted in 1979 by Three Sigma Research, readers-per-copy were put at between 2.5 and 2.7 [presstime, Oct. 1980, p. 31].

In recent years, Simmons has reported newspaper readers-per-copy at 2.2 based on surveys of audiences for all media in certain markets. However, those surveys focused more on other media than daily newspapers, and most observers do not consider them as accurate as last year's newspaper study.

The findings of the most recent survey, which has been ordered by approximately 50 newspaper publishers and 100 advertising agencies, are consistent with a trend toward higher readership that private newspaper studies have been reporting for several years, according to G. Edward Winslow, president of Simmons' media studies division.

In part, the higher readership may be attributed to the economy, with more people sharing newspapers. Also, Winslow said, the new figures reflect a clarification of survey techniques in cities where one company owns both a morning and evening daily. In such cities, getting an accurate reading on who is reading which paper is very difficult, he said.

Winslow emphasized that readers-per-copy is a figure that varies considerably from market to market and over time. In Cleveland and Buffalo, where newspapers have closed within the last year, readership patterns are still in flux. In other cities, changes such as conversion from evening to morning publication affect readership, too.

Simmons' survey techniques are being reviewed by the Advertising Research Foundation, which also will review the techniques used in the upcoming Scarborough Research Corp. newspaper survey, to be released in May. Winslow said he expects the ARF to report on its Simmons review at a meeting March 7-9.

Third school in a year withdraws from ACEJMC

The University of Michigan's Department of Communication will not seek reaccreditation for its graduate journalism program. It thus becomes the third school known to have withdrawn from the Accrediting Council on Education in Journalism and Mass Communications in the past 12 months.

But ACEJMC officials said the cases are unrelated and not indicative of a trend.

The University of Michigan's decision, made last August, became known in January by way of Boston. In a press release announcing its decision to withdraw from ACEJMC, Boston University listed Michigan and Northwestern University among other schools that it said had chosen not to seek ACEJMC sanctioning.

Boston University declined an offer of provisional accreditation for its School of Public Communication. University President John R. Silber claimed the Council refused to clarify its standards and procedures [presstime, Feb. 1983, p. 24].

Northwestern University in February 1982 withdrew its request for reaccreditation of its graduate school of journalism. University President Robert H. Strotz terminated the visit of an ACEJMC accrediting team while it was on the Evanston, Ill., campus, citing the team's insistence on faculty salary information.

At Michigan, which has no undergraduate journalism program, Chairman William E. Porter of the Department of Communication told presstime his school's case is "quite different" from that of Northwestern and BU.

"We have no hassle with the accrediting authority," he said. "It was simply our conclusion, to put it rather baldly, it's more trouble than it's worth at this stage of the game."

Porter cited several factors:

- The expense involved. Accreditation fees are $300 for a unit (department or school) plus $1,200 for the first undergraduate sequence, $1,800 for the first graduate sequence and $500 for each additional sequence.
- The "enormous amount of staff work" required to prepare for an accrediting team visit
- The fact that his program is a small one—25 students—and that it has not had any problems placing its graduates in jobs.

William E. Porter

Bernard S. Redmont

But Porter also suggested that the Michigan program might have been in violation of the ACEJMC internship rule; it says that no more than 10 percent of a student's journalism credits may be earned through internships. Michigan students spend one of the program's four terms on an internship.

At the ACEJMC, Baskett Mosse, executive secretary of the Accrediting Committee, said there is nothing out of the ordinary in the actions of the three schools. "We have been doing this (accrediting) since 1946, and schools have dropped off and schools have been added," he said.

"We are still receiving more requests for evaluations than we can comfortably handle," reported Milton Gross, ACEJMC secretary-treasurer.

James W. Carey, president of the American Association of Schools and Departments of Journalism—an organization made up of accredited schools—said he believes the Boston, Michigan and Northwestern cases are "sufficiently distinct and individual that it does not seem to me that it provides any cause for alarm."

Carey, dean of the College of Communications at the University of Illinois at Urbana-Champaign, observed that accreditation, by its nature, is a "contentious" process. But he added, "if ACEJMC were not there, they would invent another accrediting organization exactly like it."

In fact, Boston and Northwestern universities are studying other kinds of outside review of their journalism programs.

At Boston, Bernard S. Redmont, dean of the School of Public Communication, said he has found "considerable sympathy" from his counterparts elsewhere to the idea of forming a "new consultative organization" to "exchange ideas and experiences on standards, curricula, faculty matters and so on."

At Northwestern, a spokesman said, President Strotz has declared his "number one priority" to be the formation of a "visiting committee" to advise the school on the quality of its journalism program. □

Enrollments level off at U.S. J-schools

Journalism enrollments in 1982 continued a leveling-off trend begun in 1981.

A comparison of enrollments in 1981 and 1982 at 51 large U.S. journalism schools revealed only an "insignificant difference," according to the journalism professor who conducted the study.

Professor Paul V. Peterson of Ohio State University said the schools, each with more than 500 journalism majors, reported a total of 46,618 students in 1981 and 46,439 in 1982, a decline of a miniscule .003 percent. The comparison was part of Peterson's annual enrollment study [presstime, Feb. 1982, p. 26].

Peterson also reported the trend toward more female majors continued. Women made up 58.6 percent of enrollment at schools that keep such information. This is up from 57.6 percent in 1981.

And he said the percentage of minority students did not change significantly, making up 7.5 percent of enrollment, based on information from schools that report enrollments by race and ethnic group. This compares with 7.6 percent in 1981.

He also reported that graduate-school enrollment was down slightly last fall, something he attributed to economic conditions that encourage people to keep their jobs rather than return to school.

A total of 216 schools participated in the 1982 study, compared with 189 schools in 1981. A report on the study, which Peterson conducts for the Association for Education in Journalism and Mass Communication, will appear soon in Journalism Educator magazine. □

Dailies hired more J-graduates than any other medium in 1982

Of the approximately 18,600 journalism graduates receiving bachelor's degrees in 1982, nearly 12 percent (2,200) were hired by daily newspapers, according to the annual Dow Jones Newspaper Fund/Gallup placement survey. The total, up from 11 percent for the 1981 graduating class, was the largest for any media category.

Hiring by weekly newspapers was down from nearly 5 percent of the total class in 1981 to about 4 percent (800) [presstime, April 1982, p. 32].

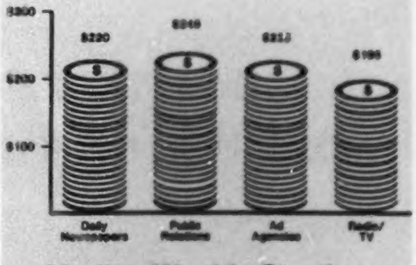
While most of the jobs at both daily and nondaily newspapers were news-related, about 10 percent were in advertising departments, the Newspaper Fund pointed out.

Other media placements for the 1982 class were: public relations, 1,950; advertising agencies, 1,550; television stations, 1,100; radio stations, 700; magazines, 600; news services 350, and other media jobs, 700.

The Newspaper Fund noted that television stations hired the highest percentage of minority graduates, 17 percent. Newspapers hired 10 percent of the minority graduates.

For the customary probationary period, daily newspapers paid a median salary of $11,440. This was above the $10,140 television stations paid new hires but below the $12,740 paid by public relations firms and $12,200 paid by advertising agencies.

Newspaper Fund Executive Director Thomas E. Engleman said he believes that after the dailies' probationary period, the salaries of the new employees tend to rise to the advertising agency level and in some cases approach the public relations level. He said a probationary period is not common in the public relations or advertising fields.



Median Weekly Starting Salaries of 1982 Grads

Of those who did not find media work, 1,700 went to graduate or law schools, and 4,200 took non-media jobs.

The unemployment rate for the May-June graduates four months after graduation was 11.7 percent, with another 3 percent not looking for work (for a total of about 2,750). This compares with 6.1 percent and 2 percent, respectively, for those two categories in 1981, according to Engleman. ☐

Ten minority journalists awarded training fellowships

Ten minority journalists have been named recipients of ANPA Foundation minority fellowships to attend training conferences and seminars during the first half of this year.

"The Minority Fellowship Program, now in its third year, has grown impressively since its inception," said Foundation Chairman and President Donald N. Soldwedel, president and publisher of The Yuma (Ariz.) Daily Sun. "This year's record number of applicants attests to the acceptance of the program by those in the newspaper business and the importance attached to the training of minorities for future leadership positions."

The program is aimed at widening minorities' avenues into newspaper management. Minority journalists and journalism educators are eligible [presstime, Dec. 1982, p. 26].

The semiannual fellowship program covers expenses for travel, accommodations and registration at the training events sponsored by ANPA and other newspaper associations.

Selected were:

- Lucia Herndon Horning, assistant state editor, The Des Moines (Iowa) Register, and James B. Parks, assistant metro editor, The Cincinnati Enquirer, who attended the ANPA Management Development Workshop Feb. 7-11 in Chicago.
- Jessica Lee, Washington correspondent, Gannett News Service, and Karen Howze, managing editor/systems, USA Today, who will attend the ANPA Conference for Newspaper Men and Women March 13-16 in St. Petersburg, Fla.
- Jennifer J. Hopkins, state desk general assignment reporter, the Arkansas Gazette, Little Rock, who will attend the Improving Reporting Skills Seminar at the American Press Institute, Reston, Va., March 13-18.
- Melvin Siler, business manager and treasurer, The Oakland Press, Pontiac, Mich., who will attend the ANPA/International Newspaper Promotion Association Newspaper Executives Marketing Seminar March 20-26 in Houston.
- Sharon E. Scott, family editor, The Dispatch, Lexington, N.C., and James N. Crutchfield, Lansing bureau chief, Detroit Free Press, who will attend the ANPA/ASNE/APME Leadership in the Newsroom Workshop April 11-13 in San Francisco.
- Ronald Jackson, circulation director, The Courier-News, Bridgewater, N.J., who will attend the ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association Circulation Managers Workshop May 9-11 in Washington, D.C.
- Lamberto Alvarez Jr., editorial illustrator, the Mercury-News, San Jose, Calif., who will attend the API Newspaper Design Seminar June 19-24 in Palo Alto, Calif. ☐

Award plaques available for scholastic journalists

ANPA Foundation again this year is making available Scholastic Journalist Award plaques to ANPA-member newspapers that wish to recognize the most valuable staffer on high school newspapers in their communities.

Participating newspapers establish their own award programs and determine the method of selecting recipients.

The walnut plaques, with etched brass plates, cost $30 each. Newspapers are urged to place their orders soon to ensure delivery by the end of the school year. Contact Ruth Finn, ANPA Foundation at The Newspaper Center, Reston, Va. ☐

Darrow Tully

Ad seller pilots career to publisher's office

By Clark Newsom
presstime staff writer

If he hadn't been shot down in the Korean War 30 years ago, Darrow (Duke) Tully might now be an Air Force general rather than publisher of The Arizona Republic and The Phoenix Gazette.

He was discharged as a first lieutenant in 1953 because of injuries suffered in the crash. "I fought the discharge," he says, "because I wanted to make the Air Force my career." Two years later, however, he was accepted in the Air Force Reserves, and in 1968, he was called up for service as an F-105 Thunderchief pilot in Vietnam. Now 51, he is a retired reserve major, an increasingly prominent nationwide figure in the newspaper industry and a recognized leader in Arizona.

Tully entered the Air Force in 1949 after graduating from high school in Charleston, W.Va. He was born near there and given the name of the renowned lawyer Clarence Darrow. "I never liked the name Clarence and legally dropped it," he says. In Gaelic, he says, Clarence means Duke.

After leaving the service, he and a couple of friends bought a used Air Force plane and tried to start a charter air business in Charleston. "Everybody who knew how to fly was trying to start a charter business in those days," he notes. His didn't last long.

Without any particular inspiration or longing for a newspaper career, Tully took a job in 1953 as a classified advertising salesman at the Charleston Daily Mail. He soon found himself hooked and embarked on a career that has taken him to five other states from coast to coast. He's made so many moves, in fact, he is now living in his 13th home.

A retired Charleston Newspapers advertising salesman, Roy Wray, recalls that at the Daily Mail, Tully was "always studying every book about newspaper publishing that he could get his hands on. We thought it strange that he would be as interested in how the press worked as he was in selling advertising."

Passed over for the job of classified manager, Tully left Charleston to assume that position at The Elkhart (Ind.) Truth. He also worked in advertising at The Evansville (Ind.) Courier and Press before entering a training program in 1955 at the Duluth (Minn.) Herald and News-Tribune, owned by Ridder Publications Inc., a predecessor of today's Knight-Ridder Newspapers Inc.

In Duluth, he gained experience as a reporter and also in broadcasting. "We built a TV station and put Duke in charge," recalls Bernard H. Ridder Jr., now chairman of the Knight-Ridder Executive Committee. "He did a good job, but after a year and a half, he wanted to get back in newspapers."

Advancing in the Ridder organization, Tully moved to the St. Paul (Minn.) Pioneer Press and Dispatch as business manager (1962); to the Post-Tribune in Gary, Ind., as publisher (1966); to The Star-News in Pasadena, Calif., as executive vice president and associate publisher (1972); and to The Wichita (Kan.) Eagle-Beacon as president and publisher (1973).

In 1975, he left the then-merged Knight-Ridder group to become president and general manager of the San Francisco Newspaper Agency. "I missed the Ridder family relationship after the merger," Tully says. "After all, I had worked for them 20 years."

Three years later, he found another newspaper family—the Pulliams—and joined the Phoenix papers as associate publisher and general manager. He assumed his current position in 1980. "This is where I'll finish my career," Tully says.

He occasionally writes editorials, and about once every three weeks, he does a signed column for the Sunday paper on topics ranging from abortion to Social Security.

Tully believes that among the greatest challenges for newspapers are the competition for readers' time and the need to make newspapers, including the style of writing, more attractive.

In publisher circles, Tully is perhaps best known for his work in the human resources field. He is chairman of the ANPA Labor and Personnel Relations Committee. And he sees coming "an incredible assault in organizing activity across the country from hybrid unions we never dreamed of."

The 6-foot-2-inch, 215-pound Tully describes himself as "a man of strong convictions. If you believe in something, you believe in it enough to fight."

Current Wichita Publisher Norman J. Christiansen, who was publisher of Ridder's Boulder (Colo.) Daily Camera when Tully was in Gary, calls him "bold and even sometimes brash. At the same time, he's a very talented, richly experienced and able newspaperman."

It was during Tully's stint in Gary that he completed work for his bachelor's degree. The Air Force had sent him to Purdue University's School of Electrical Engineering. But his studies were interrupted by the Korean War. And when he got his degree from St. Joseph's College in Rensselaer, Ind., it reflected his new career: It was in journalism.

Still an active pilot, he owns an antique, four-passenger Beechcraft Bonanza. It has a range of 1,000 miles, and Tully uses it for both business and pleasure. He and his wife—a professional model—are "both sports nuts," he says, and they fly to nearby mountains for skiing and to Mexico for scuba diving.

Ridder notes that "almost everything Duke took up he did well, except golf."

Tully, whose first wife died in 1974, has a daughter married to an Air Force career officer, and a son who is assistant retail advertising manager of the Kansas City (Mo.) Star and Times. ☐

Electronics could spur sharply higher mail costs

By Michael F. Cavanagh

Early in 1982, I had the opportunity to appear briefly on a "60 Minutes" segment examining the future of the U.S. Postal Service and to predict that the first-class stamp could jump to 75 cents in the not-too-distant future.

Why on earth, you may ask, am I willing to remind people about that rather outrageous prophesy, particularly at a time when the Postal Service has just reported an $800-million surplus and USPS planners project sizable growth trends for decades?

Through prudent cost-cutting, the Postal Service can be as sound 20 and 30 years from now as it is today. Without such steps, however, the possibility for a rate spiral may be inevitable.

Well, those tidings notwithstanding, many of the developments in the past year heighten my concern about the continued viability of a strong, national postal system.

For all the talk of a surplus, postal experts recognize that we still will be faced with a new rate filing in just a few weeks. This rate hike probably will take the cumulative three-year increase in the first-class stamp over 50 percent, a significant amount by any standard, particularly at a time when first-class volume increases are already lagging.

More important, trends in the financial services and information technology fields promise to bring substantial diversion of first-class volume in the relatively near future.

Why talk about first-class mail to newspaper publishers? Well, the hard fact is that about 65 percent of total postal revenues come from first-class mail. So if first-class business leaves the postal system, then newspapers will get clobbered!

Only a small portion of total first-class volume is comprised of personal letters and greeting cards, while over 80 percent is "business-related."

Most important, the Postal Service serves as a conduit for consumers to pay their bills. That function—which really is the heart of postal revenues—promises to change dramatically in the next decade.

One major reason is bank deregulation. Suddenly a slew of competitors are pressing banks for their very survival. Merrill Lynch, American Express, Sears—they're all in the "financial services" business now, which in many respects looks like what used to be called banking.

Banks can no longer afford to shuffle all the paper relating to personal checking. They will soon offer *substantial* cost avoidance and/or credits to customers willing to use telephone bill-payer, automatic teller machine bill-payer, and eventually home banking systems to pay regular bills. Each one of those steps takes the check—and probably the original invoice—out of the mail.

In the past 12 months a majority of Americans has certainly not shifted to these electronic bill-payer systems, but the competition in the banking and financial services industry has accelerated dramatically. Electronic cost avoidance programs will be coming off the drawing boards in the *very* near future.

The threat of falling postal volume doesn't necessarily spell disaster for the mail system, however, if planning for this transition is made early enough. Through prudent cost-cutting, the Postal Service can be as sound 20 and 30 years from now as it is today. Without such steps, however, the possibility for a rate spiral—which will drive every class of mailer out of the system—may be inevitable.

Unfortunately, the USPS's present rosy forecast for volume growth into the next century seems to be more a public relations effort by current management than a realistic appraisal of the future. The postal chief's position seems to be that they've not only solved all the problems of the past and present, but of the future as well.

Recently, in fact, newspaper representatives were treated to a slide show by the USPS planning staff that featured figures demonstrating errors in postal volume predictions made by a few, overly pessimistic academicians and consultants in the early 1970s. Nowhere in that slide presentation did they note that the percentage error of those studies was *less* than postal management's overstatement of first-class mail growth made last January for the fiscal year ending nine months later.

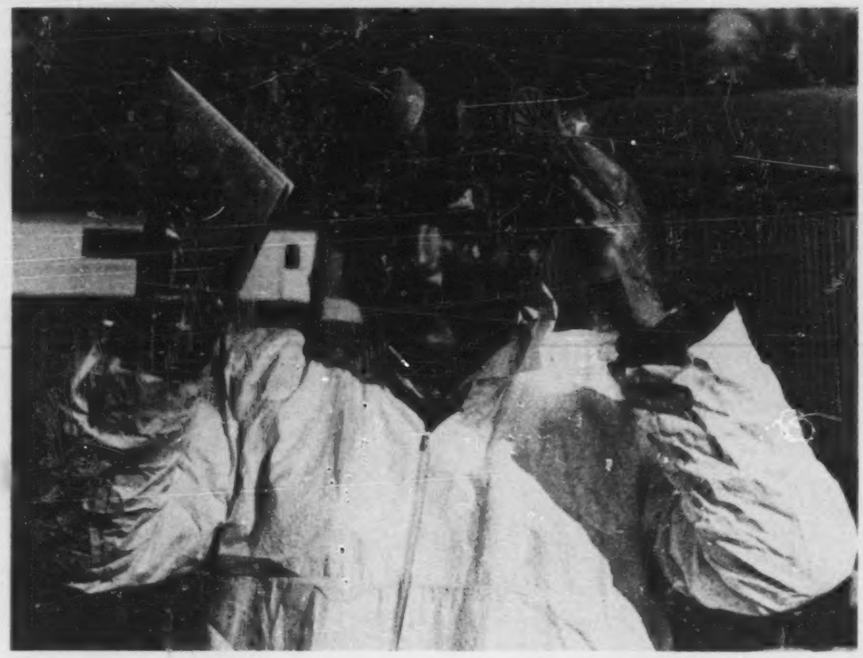
At any rate, showing slides detailing 10-year-old academic studies isn't what serious forecasting is all about! The time has now come to separate the planning and public relations departments at Postal Service headquarters and for postal managers to recognize that change in the form of voluntary decline is unfortunately inevitable. Every aspect of postal decision-making is affected by volume projections, from the size and cost of buildings constructed to the potential payback for cost-cutting technologies. Accurate, long-range projections must be an integral part of USPS decision-making in the years ahead.

What we all need to do is form stronger bonds within the postal community to support a dependable and efficient national mail system in the future—a future which we must convince postal managers can be bright, albeit somewhat different than the way things are today. ☐

Cavanagh is founder and president of Cavanagh Associates, a Washington, D.C.-based consulting firm specializing in postal and telecommunications matters. He formerly was on the staff of the House Postal Office and Civil Service Committee.

Reporters occasionally need more than pad, pencil

By Margaret Genovese
presstime staff writer



UPI's Tim Bryant played it safe covering the dioxin story in Times Beach, Mo.

Flak jackets, disposable plastic boots and dosimeters: Not *de rigueur* for newspaper reporters or photographers, but they are among the equipment that has been issued for their protection when covering stories.

"There is no getting around the fact that some news assignments are more dangerous . . . than working in an insurance company headquarters from 9 to 5," says James Ahearn, managing editor of The Record in Hackensack, N.J.

Ahearn has assigned reporters to such potentially hazardous stories as the Three Mile Island nuclear power plant accident near Harrisburg, Pa., and narcotics "shooting parlors" in New York City.

Like many editors, he has no written policies on protecting news personnel—in part, he says, because the situations are so diverse and unpredictable. "When assignments come up that pose an obvious danger, we make appropriate arrangements."

In lieu of stated policies, a number of newspapers and wire services have taken certain steps to help prepare their staffers for proper handling of hazardous situations. Such news organizations:

- ***Stress staff awareness of potentially unsafe conditions.*** When staffers are sent into potentially hazardous situations they are told "their personal safety is as important to us as getting the story, and we want them back," says David Lawrence Jr., executive editor of the Detroit Free Press.

"We have told them to spend whatever they need to make sure that their safety is protected. We have counted on their common sense to make sure they come back safely, and in all instances they have."

- ***Urge news staffers to avoid unnecessary risks.*** Davis Merritt Jr., executive editor of The Wichita (Kan.) Eagle-Beacon, points out there are two kinds of hazardous situations. One is the kind deliberately set up by the newspaper—like assigning a photographer to shoot pictures from the top of a tower. "We try to discourage that kind of thing," he says. The other kind is the unplanned situation—for example, a civil disturbance.

In all cases, staffers need to be aware of the potential for danger and to weigh the risks. "We don't send people rushing into hostage situations," he says.

- ***Make work under hazardous conditions voluntary.*** Louis D. Boccardi, vice president and executive news editor of the Associated Press, says AP staffers are not ordered to go into life-threatening situations.

"More commonly, though, the problem is in the other direction," he says. "We need to remind an AP person to take care. . . . The instinct journalists have is to go where the story is. There are times when I will say to someone, 'That's fine, that attitude is great, but now let's just talk about a couple of the specific things that might come up.'"

Boccardi says the "general understanding" of the AP staff is that they should check with their supervisors before placing themselves in hazardous situations.

Sometimes that is not possible. That was the case last November when AP reporter Steve Komarow found himself in the middle of a terrorist crisis. Komarow acted as a messenger between police and an antinuclear activist who was threatening to blow up the Washington Monument.

Komarow was used because he met the activist's demands for an intermediary: a journalist, unmarried, with no dependents. "It all evolved very quickly, and there was no access on Steve's part to a telephone," says Reid G. Miller, assistant AP bureau chief in Washington. Komarow says he received a note from AP authorities as the siege went on that they approved of his role.

News organizations are divided on whether to establish firm guidelines on how to handle terrorist incidents [presstime, March 1982, p. 28], which totaled 51 in 1982 and resulted in seven deaths and 26 injuries—the highest casualty figures in a dozen years, according to the Senate Subcommittee on Security and Terrorism.

- ***Provide whatever protection is reasonable under the circumstances.*** Heath J. Meriwether, managing editor of The Miami Herald, says he follows the "law of common sense" in determining what kind of protection to provide his news staffers.

For example, "we do issue and have

issued our photographers flak jackets in situations where there is possibility of a shooting," such as during the civil disorders that erupted last December in Miami's Overtown section, Meriwether says.

Whenever possible, he adds, reporters are not sent out alone on hazardous assignments but are teamed with another reporter or a photographer. "We make sure that the team is in radio communication and we tell them we don't want any heroes."

More subtle hazards. The hazards news people face are not always as blatant as a bullet.

Coverage of the dioxin story in the St. Louis suburb of Times Beach, Mo., provides a current case in point. The deadly chemical was discovered in the soil there following flooding in the area, and federal officials recommended residents evacuate the area. Not all of them did.

And not all reporters believe the precautions taken in their behalf are necessary, either.

"It's been very relaxed. No one's been too concerned about it," says Laszlo K. Domjan, the reporter coordinating dioxin coverage for the St. Louis Post-Dispatch. Domjan says he knows of no reporters who have worn the disposable plastic boots furnished for them to wear in Times Beach.

Richard K. Weil, executive city editor of the Post-Dispatch, acknowledges that some of his staffers don't want the protection, although the use of the boots has been recommended by the federal Environmental Protection Agency. The belief of these staff members, according to Weil, is "it would only be repeated exposure to the affected areas that would cause any ill effects."

Yet a couple of other reporters are "queasy" about going into the area and have been told they don't have to, he says. And, because dioxin has been shown to cause birth defects in laboratory animals, Weil says no pregnant staffers would be sent into a dioxin area.

Before the official recommendations on protective clothing were issued, UPI St. Louis Bureau Manager Tom Uhlenbrock purchased respirators and plastic disposable suits, gloves and boots for his reporters assigned to the story. UPI acted after staffers saw EPA technicians similarly garbed while taking soil samples. The wire service's reporters are using the equipment.

Reporter Art Harris of The Washington Post, after talking to a Centers for Disease Control physician dispatched to Times Beach, also donned the "moon suit" protective wear, but a more mundane outfit than the "designer moon suits" worn by some television newswomen. "I don't know if all of that was necessary," he says, but adds, "it's tough to be macho about someting you can't see and no one knows anything about."

Eventually, however, after approaching residents of the community who were not wearing protective gear, Harris shucked most of his protective garb. "You end up kind of scoffing at it and hoping that these little dioxins ain't going to get you."

Another and more common invisible danger comes from radioactive materials.

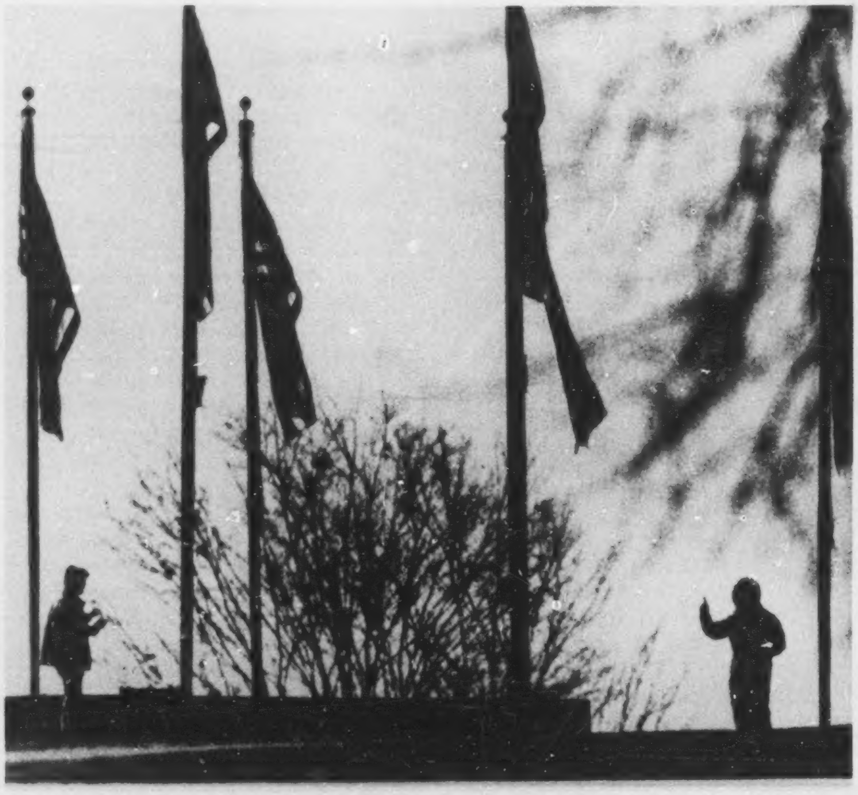
Probably the best known situation in which efforts were made to protect news staffers from exposure to radiation was the 1979 Three Mile Island incident.

Editor Ahearn of The Record in Hackensack, says staffers sent to the scene were cautioned about the hazard, "the size of which we didn't have a clear picture of when we sent them." Subsequently, they were provided with a chemical solution that the newspaper was advised "would be helpful in the event of radioactive fallout," he says.

The Chicago Tribune sent a specialist in radiation physics from the University of Illinois to the TMI scene along with its news team, recalls Maxwell McCrohon, vice president, news, of the Tribune Co.

"What he did was to suggest that we buy dosimeters for everybody there, and we did," McCrohon says. Dosimeters are devices that measure the dosage of radiation to which a person is exposed. "We thought it was a good precaution to take, and the reporters found it reassuring, too," he says.

A reporter who covers the nuclear beat for The New York Times says it would "seem prudent" for news organizations to supply their reporters and photographers with these kinds of measuring devices.



AP reporter Komarow (left) was thrust into terrorist crisis.

"Reporters are sent places before (government) authorities have time to make decisions," explains Matthew L. Wald. Even when those decisions are made, Wald says he would not be confident in relying on them for measurements of radioactivity.

Wald has recommended that the Times have certain materials and equipment on hand to make it safer for reporters sent to the scene to cover stories involving radioactivity. Management is considering his recommendations.

At the ANPA Research Institute-sponsored Newspaper Safety and Health Symposium March 24-25 in San Francisco, Wald will speak on the subject of preparing news personnel to cover radiological emergencies.

Reporters converged at Three Mile Island nuclear power plant to cover accident story.

Written guidelines. The Los Angeles Times is one newspaper that has set forth written guidelines for its reporters to follow in covering nuclear incidents.

According to James D. Boswell, vice president, employee relations, the guidelines tell reporters what to be concerned about and where to get protective equipment.

Written policy for handling hazardous duty in general is also contained in some employment contracts. According to the ANPA Labor and Personnel Relations Department, of 197 newspaper white-collar contracts (which may include business, advertising and circulation personnel in addition to news staffs):

- Nineteen contain a clause stating the employee's right to refuse an assignment he or she considers dangerous.
- Ten call for protection and protective devices to be provided. In some cases, the provisions were in response to specific incidents. For example, the contract between The Newspaper Guild and the Lerner Newspapers of Chicago provides that the publisher "shall furnish protective helmets and flak jackets to employees who accept hazardous assignments." Reporter Les Sussman recalls that without it, staffers would not have covered the violence-torn 1968 Democratic National Convention in Chicago.
- Thirty provide for additional death and dismemberment insurance for employees carrying out hazardous duty.
- Twenty provide for reimbursement for loss or damage to clothing or other personal effects when the loss is directly related to a hazardous assignment.

The Newspaper Guild includes six provisions relating to hazardous conditions in its "model" contract. In addition to provisions similar to the four mentioned above, the Guild's standard proposal also contains a statement confirming an employee's right to refuse to operate equipment either deemed to be unsafe or "in an unsafe or unlawful manner" and a provision for premium pay for hazardous duty of at least triple time.

Despite precautions, however, tragedy does strike newspaper personnel. A. Thomas Koenninger, editor of The Columbian in Vancouver, Wash., recalls the circumstances surrounding the death of staff photographer Reid T. Blackburn in the May 1980 eruption of Mt. St. Helens.

At the time, Blackburn was working for The Columbian and also donating his time to National Geographic magazine and the U.S. Geological Survey. His job, for which he volunteered, was to operate remote control cameras placed to observe the north side of the mountain. "We were very cautious about putting him where he was," says Koenninger, "but the mountain did not behave according to the best geologic advice."

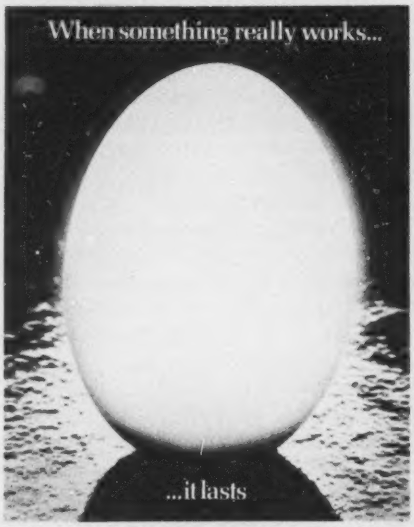
After that, the newspaper became more cautious, he says, and reemphasized its policy: "The assignment is not worth the hazard. . . . We would rather not have a picture or not have a story than to risk injury or death to a person on our staff." ☐

New slide show offered on editorial innovations

"Good News About Newspapers," a new 16-minute slide show with a taped narrative, is being offered by the Newspaper Readership Project.

Produced by the Newspaper Advertising Bureau, the show highlights editorial innovations from North American dailies. It is designed for showing to community groups, newspaper visitors and students.

"Good News About Newspapers" is available for $90 from the Newspaper Readership Project, 485 Lexington Ave., New York, N.Y, 10017; (212) 557-1891.



Slide says like an egg, a newspaper lasts.

Critiquing efforts pay off

Newspapers take simple steps to improve editorial product

By C. David Rambo
presstime staff writer

Problem: A newspaper's editorial content is dull, is sometimes in poor taste, and contains frequent grammatical errors and misspellings. Newsroom morale is low.

Solution: Begin an internal critiquing effort. Explain what's wrong with lackluster leads, heads and layouts. Emphasize adherence to a style. But also point out what's right with the paper. Praise good work. Build enthusiasm.

That, in fact, is what numerous newspapers have done. Their efforts are part of what Roy Peter Clark, director of the Modern Media Institute in St. Petersburg, Fla., calls "a tremendous diversity of programs and techniques over the last five or six years for improving editorial content."

Although a number of avenues have been explored, most newspapers taking this route seem to have based their efforts on publication of an internal critique sheet.

Some are patterned after The New York Times' famous "Winners & Sinners," started in 1951 with the tagline, "A bulletin of second-guessing issued occasionally from the southeast corner of the Times newsroom." (The Times building since has undergone renovation, and the tag line was changed to say W&S was issued "from somewhere or other" in the newsroom. The label was changed again to its current, "A bulletin of second-guessing issued occasionally from the news desk of The New York Times.")

For example, the St. Louis Globe-Democrat since October 1981 has published "Bouquets & Brickbats," which has dealt with unreadable—or exemplary—leads, the need for proper attribution and other seemingly routine editorial considerations.

Others contain information not limited to taste, grammar or quality.

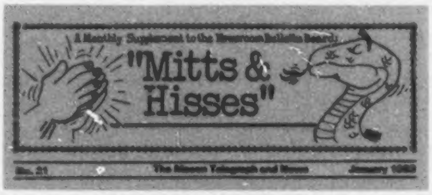
"F.Y.I.," which is "a continuing discussion of The Dallas Morning News," also covers such things as who is joining or making an assignment change within the news staff, how to construct a profile and how to write humor.

To outsiders, the names of these critique sheets can be almost as interesting as the diversity of the criticism. Some examples are "cursors!," published by The Washington Post; "Son of Paper Clips," published by the Courier-News of Bridgewater, N.J., a descendant of the newspaper's employee publication "Paper Clips"; and "Crumpets," published by The Courier-Journal and The Louisville (Ky.) Times, and named after ombudsman Bob Crumpler who edits it.

"The chief benefit of this kind of publication is that it keeps you thinking about writing and *good* writing. There is a constant flow of new ideas," says Paula LaRocque, writing coach of The Dallas Morning News and editor of "F.Y.I."

Besides that, many editors observe that the sting of seeing one's work appear as an example of what not to do can have lasting effect. "You just don't make the error again—maybe in your life," LaRocque says.

Charles W. Nutt Jr., executive editor of The Courier-News in Bridgewater, agrees. Most reporters and editors "are very self-conscious about their work. (Errors) are embarrassing professionally. It's a humbling experience to make a mistake."


"Mitts & Hisses"

Winners & Sinners

St. Louis Globe-Democrat
BOUQUETS&BRICKBATS

Crumpets from Bob Crumpler—

F.Y.I.
A continuing discussion of The Dallas Morning News

Nutt, once a New York Times reporter, has seen his work appear in both the "winners" and the "sinners" categories of the Times' critique sheet.

But Clark of the Modern Media Institute, former writing coach at the St. Petersburg Times, says emphasizing good writing is far preferable to "nitpicky" critiques. "Anything we can do to cut through the negativism will improve the writing and boost morale in the newsroom," he says.

Additional techniques. Another popular method of increasing newsrooms' literary awareness has involved writing coaches.

Some newspapers have solicited help from local high school or college English teachers. Others have sent several weeks' worth of newspapers to credible critics for their views. There also have been exchanges of editions and criticisms among newspapers.

One of the more innovative programs is taking place at the Elmira (N.Y.) Star-Gazette. Three times in little more than a year, members of the reporting staff have gotten together outside of the newsroom for critiquing sessions; a fourth is planned. Executive Editor Richard B. Tuttle, who approved the meetings after they were proposed by Star-Gazette reporter Richard O. Price, chooses seminar participants and supports the program in other ways.

Price says most reporters—editors, too—hunger for such activities. "After you graduate from school, you can go for years without any more education than what you get in the newsroom. Many times that's just not good enough," he says.

For instance, Price, now a cover-story writer for USA Today, points out that reporters often cover the police beat without knowing the basics of law enforcement. "There is a point at which you need to step back from your stories and look at them from more of an academic standpoint."

Like many other newsroom-improvement activities, critique sheets and related projects aimed at writing are most prevalent at large-circulation dailies.

As Bill King, news editor of the Daily Messenger (evening, circulation 8,700) of

Union City, Tenn., says, with only four full-time newsroom staffers "it's very tight-knit here. We more or less handle things (criticism and praise) as they come up."

Similarly, The Creston (Iowa) News-Advertiser (evening, 7,200) has no formal critique program for its four full-time editorial employees, reports Managing Editor Pat L. Watkins. Instead, it holds informal staff meetings to hash over the editorial product.

Some newspapers of all sizes say they cannot afford any kind of evaluation program.

"I don't believe that," says Nutt of The Courier-News. "I know it's easy to procrastinate because I do that, too." All that's involved with "Son of Paper Clips," for example, is keeping a portfolio of noteworthy clippings and then periodically compiling them for an edition of the critique.

"It doesn't cost anything to do," says Allan M. Siegal, news editor of The New York Times and editor of "Winners and Sinners." "You keep an envelope and you stuff it full of stuff. When you get a chance you comment on it."

"The only imposition is on my time," Siegal says, adding that for this, "my time's cheap."

There are few guidelines for newspaper critique efforts. However, Clark has offered these suggestions:

- Praise good writing and editing, and praise writers and editors by name if possible.
- Don't praise only your stars. Highlight good work of all employees.
- Keep the tone light. Use of humor makes negative criticism more palatable.
- Accept contributions for the critique from all staff members. Don't be afraid to generate debate on style.
- Vary the content. Be reliable but unpredictable.
- Discuss bad writing but don't name the writer.
- Don't be pedantic on points of grammar and usage. Some critique sheets "state rules which are not rules at all."
- Remember that "good writing" is at times difficult to define.

Another Clark tip for critique efforts is to "heal thyself." Make sure the critique memo is well-written and free of mistakes.

The latter has been taken seriously by at least one editor. Sue Ann Wood, who produces the St. Louis Globe-Democrat's "Bouquets & Brickbats," gave herself a brickbat last October for letting three mistakes "slip into print" in the August 1982 issue. Twice the word "overheard" was used instead of "overhead," and "belligerent" was misspelled "belligerant."

Wood says, "It just shows what this publication needs is a good copy editor." ☐

News council considered in Oregon

Newspaper publishers in Oregon are considering establishment of a news council to address complaints of the public against the media.

A study of the matter is being conducted by the Freedom of Information Committee of the Oregon Newspaper Publishers Association.

FOI Committee Chairman John H. McMillan, publisher of the Statesman-Journal in Salem, said the group is considering both a statewide news council and—because of Oregon's size—a body that might cover a more limited geographic area.

Research for the study is being conducted by Jeremy Cohen, assistant professor at the University of Oregon School of Journalism. The committee is scheduled to issue a report in July at the ONPA's annual meeting.

McMillan said it is not known how all Oregon publishers feel about news councils. However, one of the state's largest newspapers, The Oregonian in Portland, has favored a state news council "in principle."

McMillan said he is among the ranks of the undecided. "I'm taking a forthright position on top of the fence," he said. "I'd rather tell you my views on Afghanistan."

In addition to the National News Council, which handles media complaints from across the country, there are two other news councils in the United States—in Minnesota and Honolulu [presstime, July 1980, p. 32]. Others have been considered but have not materialized.

In Canada, provincial and local press councils are growing in number and size [presstime, Jan. 1983, p. 29]. ☐

'Inside Story' gets funds; TV series to begin April 7

"Inside Story," a public television series on the press, has been assured of a third season. General Electric Co. announced Dec. 1 it will provide $2.5 million to underwrite 20 new programs.

According to Executive Producer Ned Schnurman, the series of half-hour programs will return April 7, with Hodding Carter III continuing as host [presstime, Aug. 1981, p. 45]. The programs will be fed to Public Broadcasting Service affiliates on Thursdays at 8:30 p.m. (Eastern time).

Schnurman said plans also call for a special one-hour edition of "Inside Story" to be televised prior to the beginning of the new season.

Program to offer newspaper fiction

Fiction may be making a comeback to the pages of America's newspapers.

The National Endowment for the Arts is sponsoring a $120,000 pilot program in which short stories will be selected and mailed monthly to 10 participating newspapers. Those newspapers, which will be selected this month, will receive the materials at no charge, but they must agree to run at least two of eight pieces distributed each month.

Short-story selections will be made by PEN America, a New York-based service organization for writers which is under contract with the National Endowment. PEN America will choose from works by people who have received previous NEA fellowships in creative writing.

Authors will be paid $500 for each story selected and an additional $50 for each story chosen for publication by a participating newspaper.

The NEA said in late February it has written letters to newspapers across the country asking whether they would like to participate. Final selections will reflect a mix of geographic areas and circulation sizes. ☐

Press rights detailed

The Kentucky Press Association has published a 40-page booklet explaining provisions of the state's open meeting, open records and legal notices laws. KPA also has produced a series of newspaper ads on freedom of information and open meetings, records and courts. ☐

Newsprint definition advances over U.S., Canadian protests

Over the protests of the United States and Canada, an international group has taken another step toward adoption of a new definition of newsprint.

ANPA fears that the definition could lead to tariffs on some newsprint that is now imported duty-free.

The Association also wants to assure that any definition adopted is flexible enough to accommodate changing papermaking technologies and practices of the newspaper business.

The Customs Cooperation Council's Harmonized System Committee adopted the definition Feb. 9. Voting against adoption and for reconsideration were the United States, Canada, Sweden and Finland.

The definition would be included in the so-called "Harmonized Commodity Description and Coding System," an effort to update international customs nomenclature.

In a protest to the U.S. International Trade Commission, ANPA said the definition ignores the "chief use" test established by the U.S. Treasury Department in 1965 as the means for determining whether paper is classifiable as standard newsprint.

The Association also raised objections to a smoothness test that would exclude some paper currently considered newsprint, and to a restriction of the fiber content of newsprint [presstime, Feb. 1983, p. 46].

The definition next will come before the CCC's Nomenclature Committee, which has the reputation of "rubber stamping" action by the Harmonized System Committee.

Neither the United States nor Canada sits on the Nomenclature Committee.

ANPA earlier had urged the ITC to request that the definition be sent back to a technical subcommittee for further study, or be reduced to non-binding status.

The ITC is in the process of drafting a plan for U.S. adoption of the harmonized system.

The plan must be sent to President Reagan by June.

The earliest the harmonized system could take effect is January 1985. ☐

Newsprint notes

United Paperworkers International Union members at Bowater Southern Paper Co.'s Calhoun, Tenn., newsprint mill have ratified a **one-year extension** of their labor contract. It had been due to expire July 2 [presstime, Feb. 1983, p. 44].

The extension provides for wage increases of 6 percent.

* * *

British Columbia Forest Products Ltd. has asked the Alberta government for a two-year **delay in its plans to build** a $250-million newsprint mill near Whitecourt.

BCFP says construction will be postponed until 1984 with start-up three years thereafter—two years later than originally scheduled [presstime, Jan. 1983, p. 44].

* * *

According to Media General Inc., the **cost of waste newsprint was stable** in 1982, averaging $44.26 a ton, compared to $44.54 in 1981. Media General owns two U.S. newsprint recycling mills and is part owner of two others.

* * *

During 1982, the following companies **donated newsprint** to the ANPA Research Center of the ANPA Research Institute: Donohue Inc., Garden State Paper Co. Inc., Great Northern Paper Co., Kimberly-Clark Corp., Kruger Inc., Reed Paper Ltd. and Bear Island Paper Co. ☐

Statistics delayed

The January statistical report on newsprint consumption, production, shipments and stocks was not complete at press time. It will be published in the April edition.

Mills' wage hikes average 6.9 percent, lowest in a decade

Of the 100 labor contracts negotiated in 1982 at U.S. pulp and paper mills, 49 were for three years and 47 for two, according to an annual study by the American Paper Institute.

Three were one-year contracts, and one was for four years.

First-year wage increases amounted to a weighted, national average of 6.9 percent—the lowest figure in a decade [presstime, March 1982, p. 41].

Deferred increases averaged 6.5 percent for the second year and 6.3 percent for the third.

Labor contracts between management and the major unions representing pulp and paper workers will expire at nine U.S. and six Canadian newsprint mills in 1983. (See newsprint notes, this page.)

The following chart summarizes the wage provisions for 1982 contracts:

'82 first-year wage increases

Region	Mills	Employees	Weighted Average[1]
New England	23	9,480	7.3% (67¢)
Eastern	12	4,334	6.7% (53¢)
Southern	20	10,661	6.8% (67¢)
Midwest	38	15,441	6.6% (59¢)
Pacific	7	2,066	7.7% (85¢)
National totals 1982[2]	100	42,002	6.9% (64¢)
National totals 1981	110	43,641	8.7% (80¢)

Deferred wage increases (negotiated in 1982)

Second Year

Region	Mills	Employees	Weighted Average[1]
New England	21	9,216	6.8% (63¢)
Eastern	12	4,334	6.5% (55¢)
Southern	20	10,661	6.2% (66¢)
Midwest	35	14,786	6.4% (60¢)
Pacific	7	2,066	6.9% (79¢)
National total[2]	95	41,063	6.5% (64¢)

Third Year

Region	Mills	Employees	Weighted Average[1]
New England	7	1,551	6.9% (67¢)
Eastern	8	2,286	6.7% (59¢)
Southern	17	8,563	6.1% (70¢)
Midwest	11	3,059	6.0% (58¢)
Pacific	5	1,520	6.5% (79¢)
National total[2]	48	16,979	6.3% (67¢)

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[1] Excluding cost-of-living clauses and bonuses.

[2] At press time, five mills continued to negotiate toward a new agreement to replace contracts that expired in 1982.

BEST AVAILABLE COPY

Papers pay renewed attention to retail, classified advertisers

By Elise Burroughs
presstime staff writer

While newspapers have been busy outfitting themselves in standardized attire to woo national advertisers, other media have been courting newspapers' traditional companions—retail and classified advertisers.

Seeing the threat, newspapers are beginning to rekindle relationships with their old flames. "The pendulum is swinging that way," said Frank J. Savino, sales and marketing vice president of The Record in Hackensack, N.J.

Savino was among a number of newspaper officials interviewed following the recent winter sales conference of the International Newspaper Advertising and Marketing Executives in Las Vegas, Nev.

The newspaper executives stressed that it was never a case of daily newspapers' giving their local customers the cold shoulder; it was simply a case of succumbing to the temptation to go after national advertising because of newspapers' relatively small share of it—8 percent.

National advertising still offers newspapers their greatest growth potential, they said, but retail and classified will continue to be the mainstays of newspaper advertising. Last year, expenditures for retail and classified totaled an estimated $15.38 billion, compared to $2.975 billion for national [presstime, Feb. 1983, p. 29].

Advertising executives also believe that newspapers' newest and potentially biggest competitor for retail advertising may be the postman.

At the INAME conference, Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, released the results of an NAB analysis of advertising mailed to 756 households last October. Based on that study, the bureau estimated that "two-thirds of the $7.18 billion spent on direct mail advertising aimed at consumers in 1982 was really local or retail, and not national, as the ad industry figures have always described it."

Moreover, J. David Huskey, vice president/sales promotion for Houston's Joske stores, said a recent informal poll of participants at a meeting of the National Retail Merchants Association indicated 60 percent plan to decrease their use of newspaper advertising this year, while 80 percent plan to increase their use of direct mail.

On the brighter side, ad executives believe that newspapers' growing commitment to standardization is making newspaper advertising an easier—and therefore more likely—buy. This includes not only adoption of the voluntary Standard Advertising Unit system (see story, p. 36) but also of a standardized rate card format. In a recent INAME survey, 80 percent of responding dailies said they have adopted or plan to adopt such a format for rate cards.

And Edward Harrell, new chairman of the INAME Retail Advertiser Relations Committee, said his panel will expand several other efforts to better serve retailers.

One of those efforts is the joint INAME-NAB Sears Task Force, which by July hopes to put together a handbook that will help other groups of newspapers approach regional retailers such as Sears, Montgomery Ward, J.C. Penney Co. and K mart, with presentations emphasizing the strengths of newspapers compared to other advertising media.

Harrell, assistant general manager for The Pittsburgh Press, acknowledged that the joint-presentation concept involves a departure from tradition: Newspapers in competition for advertising from a particular area are hardly accustomed to banding together to approach retailers.

But, he said, the joint approach shows newspapers in recent years have awakened to the fact that television, radio, catalogues and especially direct mail are making inroads into retail advertising. The pattern of "everyone scuffling for their own turf" is subsiding into more cooperation, he said.

NAB's Bogart said that after a six-year shake-out period, 1983 should be a banner year for discount stores. However, he said those stores are expected to continue to switch their spending from ROP ads to preprints at a rate of 3 percent per year.

The NAB also announced at the meeting a new, computer-assisted program designed to help retailers locate, implement and collect reimbursement for co-operative advertising in daily newspapers.

"Retail Co-op Recovery" is centered around a data base of 3,100 current manufacturer co-op advertising programs

WELCOME
Simmons
Simmons
MARKET RE

At the INAME conference, Gary Seidner (center) of Windsor Systems describes how his firm's computer system supplies readership information from the Simmons study.

maintained and updated by Standard Rate and Data Service. The information is organized by retail categories, and individual newspapers can obtain printouts of co-op programs tailored for the products carried by local stores.

The bureau, which has had good success with its existing one-order, one-bill Newspaper Co-op Network, plans 21 workshops around the country during April and May to explain the new program to newspapers.

National scene. The ad executives also heard some good news regarding national advertising.

According to the NAB, Ford Motor Co. and General Motors Corp. "nearly doubled their factory investment in newspapers for the first nine months (of 1982) compared with the same period the previous year." Total domestic factory expenditures were up 46 percent and spending by import automotive firms up 34 percent. NAB President Craig C. Standen predicted that the higher level of spending in daily newspapers would continue this year.

Also, Scott Lawn Products dropped all television advertising in 1983 and put its $7 million national ad budget into newspapers.

Overall, Standen projected that ad expenditures in newspapers this year will rise 12 percent for national and 10 percent each for classified and retail, with total ad expenditures reaching $20.1 billion.

Newly elected INAME president Leo J. Kubiet, advertising director for the St. Petersburg (Fla.) Times and Evening Independent, noted that while the economy has started to show some faint signs of recovery for automotive and real estate advertising, continued high unemployment has left help-wanted linage in critical condition. Helping newspapers to make their recruitment advertising efforts more sophisticated is near the top of INAME's priorities list for the year, Kubiet said.

Leo J. Kubiet

In addition to Kubiet, other officers elected at the meeting were: president-elect, Woodrow G. Shadid, director of advertising, The Daily Pantagraph, Bloomington, Ill.; first vice president, John A. Wolf, senior vice president, Dallas Times Herald; and second vice president, Robert C. Momsen, vice president, marketing, St. Paul Dispatch and Pioneer Press.

For the first time, the Las Vegas meeting featured a vendor exhibition with 20 booths.

The idea originated in a 1982 survey of INAME members and proved to be so popular that the association plans to include vendor exhibitions at all future national meetings. ☐

Booklet details advertising curricula

WHERE SHALL I GO TO
COLLEGE TO STUDY
ADVERTISING?

The number of college graduates with degrees emphasizing advertising was 4,760 in 1982, a 10-percent increase over 1981, according to an annual publication on college advertising programs.

"Where Shall I Go To College To Study Advertising?" includes information about advertising courses at 85 colleges and universities in 40 states.

Advertising courses may be offered as part of the curricula of a number of fields, including journalism, communications, business, marketing and art.

The 24-page booklet covers degrees offered, accreditation, tuition and fees, scholarships available, numbers of students and faculty, and entrance requirements.

The publication was compiled by Billy I. Ross, chairman of the Department of Mass Communications at Texas Tech University in Lubbock, and Donald G. Hileman, dean of the College of Communications at the University of Tennessee in Knoxville.

Copies may be obtained for $1 each from Advertising Education Publications, 3429 55th St., Lubbock, Texas 79413. ☐

Ad preparation costs rise slightly; rates increase more

The cost of preparing a print ad rose less than 2 percent last year, according to a recent survey by Trout & Ries Advertising.

It was the second straight year of increases under 2 percent for the costs of layouts, photography, retouching, separations, typesetting, photostats, mechanical assembly, reproduction materials, reprints and agency commissions.

The cost of using those ads in newspapers, however, increased a good deal more than that, according to other sources.

Pinpoint Marketing, a New York cooperative advertising auditing and marketing service, said that in the top 20 U.S. markets, newspaper retail ad rates increased an average of 12.8 percent in the 12 months ending in October 1982. The hikes ranged from 5.9 percent in St. Louis to 24.8 percent in Philadelphia.

Other sources indicated the average 1982 rate increase for all ad categories in U.S. daily newspapers was 10 percent.

In Canada, the Toronto ad agency of Baker, Lovick Ltd. reported that on a cost-per-thousand basis, newspaper rates for 100 dailies rose an average of 11 percent there, while circulation remained stable.

What's more, advertising executives don't expect the increases to slow very much.

Late last year, Marketing & Media Decisions magazine reported the media cost predictions of a panel of advertising experts.

They estimated the price of network prime time television will rise 10.7 percent this year, followed by daily newspapers, up 9.6 percent; consumer magazines, up 9.3 percent; Sunday supplements, up 8.9 percent; network radio, up 8.7 percent; spot television, up 8.5 percent; billboards, up 8.5 percent; business publications, up 8.5 percent; and spot radio up 8.4 percent.

Newspapers study expanded ad-size standards

By Margaret Genovese
presstime staff writer

Executives of U.S. newspapers are being asked to comment on a plan for further standardization of newspaper advertising formats.

The voluntary plan is explained in an eight-page brochure whose distribution to publishers began late last month.

A final decision by the ANPA and Newspaper Advertising Bureau boards of directors on whether to endorse the plan is expected at their meetings in April, after all U.S. newspapers have had an opportunity to comment on the proposal.

Distribution of the brochure and solicitation of the comments were authorized by the ANPA Board during its Jan. 31-Feb. 2 meeting in Hawaii. The plan had been submitted to the Board in December by the Working Committee on Advertising Standards, a newspaper business group [presstime, Dec. 1982, p. 23].

The plan calls for voluntary standardization of column width at 2 1/16 inches. For broadsheet newspapers, it calls for standardizing page width at 13 inches; newsprint web width at 55 inches for four-plate-wide presses and 27½ for two-plate-wide presses; and a 6-column advertising format.

Although it makes no recommendation for standardization of press-cutoff, which determines the printed depth of broadsheet papers, it proposes to continue and expand the Standard Advertising Unit system whose full-depth modules measure 21 inches.

And it recommends measuring newspaper advertising space in inches, not the traditional agate line.

The latter two provisions of the plan have touched off controversy.

Hugh G. Patterson Jr., president and publisher of the Arkansas Gazette in Little Rock, has proposed an alternative plan based on a page depth of 21½ inches and continuation of agate line measurement.

Following the ANPA Board action, Patterson charged that his proposal has not received thorough study by the Board or the working committee.

Walter E. Mattson

Hugh G. Patterson Jr.

"All I'm asking now is that the ANPA Board delay a decision until this matter can really be studied and until an opportunity is given for a truly comparative study of the two approaches," he said.

Patterson, who has mailed each ANPA-member newspaper a booklet describing his plan, said it is simple, provides for modular makeup and is better suited to the vast majority of newspapers.

In his promotional piece, Patterson said he agrees with the working committee on the standardization of page width and column format.

But he said the committee's plan has two "fatal" flaws:

- First, its treatment of page depth. Patterson said "this shallow page depth (21 inches) would waste from a half inch to 1½ inches of printed depth on fully 99¼ percent of the newspapers in the United States.

"The proposed new standard would make the vast majority of newspapers sacrifice revenue-producing space and valuable newsprint to suit the very few newspapers who have installed presses with non-standard shallow cutoffs."

- Second, the way it divides space, using SAU modules and the column inch. Patterson's plan calls for the creation of a Standard Modular Unit measuring 2 1/16 inches in width and 25 agate lines in depth.

Patterson said 12 of these units, stacked one on top of another, would comprise a 300-agate-line depth—approximately 21½ inches—which is the depth of papers printed on presses with 22¾-inch cutoffs. Eighty-seven percent of U.S. papers have presses of this dimension, he says, while less than 1 percent have shorter cutoffs. He contended that the majority 22¾-inch cutoff papers should set the standard.

The working committee, chaired by Walter E. Mattson, president of The New York Times Co., explained its choice of a 21-inch depth for the SAU system this way in the brochure: "The 21-inch depth was selected because it can be accepted by virtually all newspapers without reduction. Many national and regional advertisers, by the way, independently reached the same conclusion and base their materials on a 21-inch full page depth. It is expected that newspapers will continue to utilize the maximum print depth of their presses and they will provide that dimension to advertisers."

The committee plan also addresses tabloid format, proposing that tabloids photographically adjust their pages to conform to the standard column width.

And it calls for newspapers to adopt voluntarily the standard format for rate cards and Standard Rate & Data Service Inc. listings that has been recommended by the International Newspaper Advertising and Marketing Executives.

ANPA distributed the brochure plus a reply post card to all U.S. daily newspapers in late February. Other distributions, to nondailies and to the NAB membership, will be handled by the Newspaper Association Managers organization working through state press associations and by NAB. □

Data by ZIP Code area available from ad bureau

The Newspaper Advertising Bureau is continuing to make available information from the 1980 Census on demographics by ZIP Code area. Since the service was announced last September, 140 NAB-member newspapers have ordered information on 12,000 ZIP Code areas.

The information, which is prepared in cooperation with Sales Management Inc., may be ordered in print, on computer tapes, or both. The entry fee for the service is $150, and information on each ZIP Code area costs 50 cents for tape, 90 cents for hard copy or $1 for both formats. Delivery may be expected within one month of receipt of an order.

For more information, contact Alfred Eisenpreis, NAB retail marketing vice president, at (212) 557-1856. □

Fading TV audience may be newspapers' big opportunity

By Craig C. Standen

Since the 1978 launch of NEWSPLAN volume discounts, the newspaper business has made a great deal of progress in the drive to obtain a larger share of national advertising.

Craig C. Standen

Today, the situation in the broadcast industry gives us an opportunity to make further gains. Network and spot television, which account for the largest portion of national advertising dollars, are undergoing an erosion of audience because of cable TV. This downtrend for conventional television is expected to continue at least until 1990 and may well change its basic nature.

Prime-time Nielsen ratings for the three networks combined have fallen sharply, from a daily average of 52 percent of homes with TV sets during the 1970s to less than 47 percent for the 1981-82 season.

And although network executives have publicly continued to talk about their "expanding total audience," their recent filings to the Federal Communications Commission indicate they know better. (See story, p. 20.)

According to a recent article in The Wall Street Journal, the networks told the FCC that the average prime-time audience dropped by 2.7 percent in the last two seasons despite a 2.2-percent increase in the number of TV sets.

The number of viewers watching any given minute of prime-time network TV fell from 39.4 million in the 1979-80 season to 38.3 million in 1981-82, and one network official estimates that the audience has fallen by another 2-3 percent this season.

At the same time, according to Broadcasting magazine, the networks and their affiliate stations are fighting among themselves about ABC-TV's proposal to add 18 or 19 prime-time, 30-second commercials to their weekly inventories.

The networks say their costs are going up, and they must either increase the number of commercials or raise their advertising rates even more. The affiliates and their advertising representatives are convinced it's a network device to switch millions of national advertising dollars from spot TV—the stations' most profitable sale—to the networks.

Meanwhile, with the continuing growth of cable TV as a consumer of programming, the networks find themselves competing with cable for programming as well as for audience.

This not only has driven up the price of conventional programming, but it also has caused the networks to order more made-for-TV movies, which cost $1 million per hour of programming to produce, more mini-series at $2 million per hour, and fewer conventional weekly series at $750,000 per hour.

National advertisers, many of whom have relied on TV as their basic advertising medium for 20 years or more, are strongly concerned about this combination of shrinking TV audiences and rising TV ad rates.

They're asking, "How long can TV remain cost-effective while ratings keep going down and prices keep going up?"

Research on commercial recall has provided TV advertisers with another reason to be concerned: The impact on viewers of individual commercials also has been declining steadily.

In 1965, when asked to recall the last commercial they had seen in a commercial break less than five minutes earlier, 18 percent of those interviewed answered correctly. In 1974, the figure had fallen to 12 percent and in 1981 to 7 percent [presstime, Sept. 1981, p. 27].

The U.S. Department of Commerce, in its recently released report on the outlook for 1983, estimates that newspapers' share of national advertising expenditures will increase to more than 9 percent in 1984—the highest it has been in 20 years. We at the bureau expect that newspapers will indeed reach that 9-percent-plus in 1984 and will go a good deal higher by 1990.

It's important to remember that our gains so far in national advertising didn't just happen. Newspaper people took the initiative and *made* them happen. We went to the major advertisers and their agencies and asked them what needed to be done to increase newspapers' national advertising.

They told us, "Make newspaper advertising easier to buy and easier to use. Especially, make multi-market newspaper buys as easy for us as they are with other media. Simplify and standardize your ad sizes, your rate cards and your invoices."

Three important standardization programs are in progress right now:

1. A proposal for an improved and expanded standard advertising unit system was sent to you recently for comments, suggestions or approval. (See story, facing page.) It is the result of many months of hard work by Walter Mattson's Working Committee, made up of a cross-section of newspaper people, after consultation with major national and retail advertisers and agencies. You can help by considering the proposal carefully and sending in your comments.

2. In January, the International Newspaper Advertising Marketing Executives voted to adopt a standard rate card for newspapers. Again, it was worked out on an industry-wide basis after consultation with advertisers and agencies. Hundreds of newspapers already are using the new rate-card format. If yours hasn't yet made the change, you should give it serious consideration.

3. The Institute of Newspaper Controllers and Finance Officers is in the process of developing a standard invoicing form for newspaper advertising. If successful, this will eliminate one of the most serious sources of agency/advertiser/newspaper friction. You can help by giving INCFO your full support and cooperation.

I believe that newspapers can capture much more than a 9-percent share of national advertising, and that these three initiatives will help us do it. I hope everyone in the newspaper business will give them the enthusiastic support they deserve. ☐

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Motor routes roaring back in some areas

By Elise Burroughs
presstime staff writer

Journal Messenger

Enoch Marcum, independent motor-route driver, delivers Manassas (Va.) Journal Messenger.

As large numbers of newspaper readers continue to leave inner cities to settle in suburbs and small towns, many dailies are pursuing them with a growing corps of motorized delivery personnel.

It's almost a reversal of the trend that dominated the circulation field in the 1970s, when the shocks of energy shortages left supplies dwindling, prices soaring and publishers scrambling for a solution to the distribution puzzle.

Then the solution often was to trim marginal circulation and substitute carriers on foot for carriers in a car, truck or van.

The recent stabilization of energy costs has contributed in large measure to the reinstitution of motor routes in many markets, but circulation executives and consultants in newspaper distribution say a variety of other factors also are influencing the move. For example:

- Recent U.S. Census figures show households, especially middle-to-upper income ones, are spreading out from suburbs into even more remote rural areas. In consequence, shopping malls are being built even farther from the central city to enable retailers to retain such prized customers. Newspapers that want to hang on to those retailers' advertising must get their papers to the customers. "Motor routes are becoming the backbone of retail trading zone marketing," says consultant Cyrus H. Favor, creative director of the Circulation Research Group.
- U.S. Postal Service second-class mail rates have drastically increased in the past decade, while service has decreased. Morning newspapers frequently are delivered at mid-day or later and afternoon newspapers the next day. Many readers find such delays unacceptable.
- Newspapers are becoming larger and bulkier, a factor that increases mailing costs and can discourage youth carriers [presstime, June 1982, p. 42]. Motor routes, however, can accommodate larger papers with little increase in cost or effort.
- The trend toward morning publication [presstime, April 1982, p. 50] means more carriers must be at their rounds well before dawn. Laws and parental disapproval often keep school-aged youth off the streets during those hours, but adults are willing to drive their routes in the dark.
- As new electronic media splinter broadcast television audiences, newspaper advertising executives hope that national advertisers will again turn to newspapers for their messages. If they do, newspapers will want to reach as broad a market as possible, and that probably will mean motor-route expansion.

Use varies. Every newspaper views motor routes differently, of course, reflecting conditions in individual markets. Some papers, like The Daily Jefferson County (Mo.) Democrat-Rocket (morning, circulation 9,531), have none. About half of the total circulation of The Charlotte (N.C.) Observer (morning, 172,066) and The Charlotte News (evening, 45,416) are delivered by motor route. Nearly 100 percent of the home-delivered copies of the Los Angeles Times (morning, 1,052,637) are dropped off by car or truck.

In Florida, an increase in motor routes is the natural outgrowth of a trend toward adults delivering newspapers [presstime, July 1980, p. 40].

Philip K. Hanna, group vice president advertising/circulation of The New York Times Co.'s Affiliated Newspapers (including a number of Florida and other Sun Belt papers), notes that growing use of paid-in-advance subscribership eliminates the hassle of collection, a task for which many adults have little patience. And because a smaller number of adults can replace a horde of youth carriers, newspapers can get by with fewer supervisors.

Frost Belt blues. Another thing that has facilitated the Sun Belt trend toward adults in motor vehicles is the manner of delivery. Weather conditions in the South usually permit the carrier to toss the newspaper onto a subscriber's lawn, although sometimes the paper must be placed in a plastic bag.

In other regions, however, where the weather is less cooperative, readers are more apt to request placement on a porch or in another sheltered location. A youth walking through a residential neighborhood is more willing to accommodate such pleas, managers say—especially if payment and tips depend on his or her response.

For a newspaper with motor-route delivery, this can mean customer satisfaction comes at considerable cost: the installation of hundreds of delivery tubes.

"We do use youth carriers whenever we can," says Ronald C. Anderson, circulation director of the Rochester (N.Y.) Democrat & Chronicle (morning, 133,072) and Times-Union (evening, 113,337).

Although youth carriers still are the most common means of delivering North American daily newspapers, many circulation executives worry that the aging of the "baby boom" generation may make the "little merchant" concept obsolete. Currently, the percentage of the population aged 13-15 is dropping, and some circulation executives have predicted this trend eventually will force adult carriers and motor routes upon all newspapers.

However, Mark Mattison, a circulation/marketing executive for Knight-Ridder Newspapers Inc., notes that the drop in teenagers will bottom out in a few years and begin climbing again in the late 1980s. Other circulation managers report that in their markets, plenty of youths are available; they just don't necessarily want to have newspaper routes.

In Charlotte, for example, Circulation Director John Luby reports that fast-food restaurants are providing stiff new competition for teenage labor. In response, some newspapers are trying to lure younger carriers, but Luby says parents may not cooperate. He has found that some parents who themselves had newspaper routes as youths would rather pay their own children higher allowances than have them deal with complaints, collections and customers who cheat them.

Complications abound. Motor routes are not necessarily the answer to youth carrier problems, however. Joseph B. Forsee, International Circulation Managers Association general manager, notes that adult carriers who deliver a large number of newspapers may take longer to complete their routes than a group of youths with smaller loads. In some cities, newspapers have had to make press runs, and thus deadlines, earlier to accommodate the time needed for delivery

Setting up motor routes is not always easy, either. The New York Times Co.'s Hanna says circulation district managers may be skilled in the interpersonal relations needed to deal with youth carriers, but they can become overwhelmed by the complexities of laying out routes and delivery schedules.

One tool he is using is a Motor Route Evaluation Kit developed by the Circulation Research Group. It includes step-by-step work sheets for determining the cost of motor routes compared with postal delivery, gathering information on existing routes, collecting data on all households in the delivery area, setting up efficient routes and delivery points, and continually evaluating routes as new developments are built.

Hanna says the kit is extremely useful in reducing the complexities of motor routes. The only thing he would add to the package is some form of setting monthly sales goals for increasing penetration in targeted areas.

Despite such complexities, circulation executives say that, especially for newspapers faced with the need to expand delivery areas, motor route deliveries can be helpful. "You just have to manage smarter," Rochester's Anderson says. ☐

'Very sensitive' issue

Bulk-sales reporting change gets preliminary OK

The Audit Bureau of Circulations Board of Directors has given preliminary approval to a rules change that would alter the manner of reporting some newspaper bulk sales.

The board, meeting in February in Palm Springs, Calif., put a cap of 5 percent on the amount of bulk sales from any reporting area that could be included in a circulation report's Paragraph 1, which lists total paid circulation. A newspaper could not, for example, flood its city zone with bulk sales and have more than 5 percent counted in Paragraph 1.

Bulk sales currently are reported in Paragraph 5 and are not included in the circulation total that appears in Paragraph 1.

Other details of the change, which was described as "very sensitive" by ABC Vice President of Communications Charles O. Bennett, will not be released until bureau staff can outline them in a written report.

The change cannot become final until after the directors discuss it again at their June 19-22 meeting.

The proposal to change ABC's half-century-old bulk sales rules came from the Newspaper Division, but the newspaper business is divided over the issue.

Some dailies are anxious to exploit the marketing advantages of bulk sales, which are newspapers sold to intermediaries, such as hotels and restaurants, at a discount. The intermediaries then give the newspapers to their customers for free.

Others fear bulk sales will encourage fraudulent counting and give certain newspapers unfair competitive advantages [presstime, Dec. 1982, p. 31].

At its February meeting, the ABC board took no action on a proposal to change the way the bureau reports sales of some newspapers used in schools [presstime, Feb. 1983, p. 33]. Bennett said the plan, which has drawn fire from some newspapers' Newspaper in Education personnel, "will be reviewed further to ensure that the NIE-type program is not disturbed."

The proposal would move from the paid category to the bulk-sales category school subscriptions that are sold because of a specific subject featured in the newspaper and are sponsored by a third party.

Bennett said a "refinement" of the proposal would be before the board at its June meeting. "The board has no intention of disallowing any legitimate NIE project," he said.

The board also discussed whether ABC should become involved in readership studies for newspapers or magazines. Unlike circulation, readership is based on survey research rather than hard and fast accounting rules, and the bureau has in the past declined to become involved with such studies. Bennett said a two-fold statement, based on board discussions of the issue, is being prepared.

A newspaper business task force currently is working with the ABC board on several issues, including bulk sales, the counting of single-copy sales, proposals to change ABC's reporting zones and stepping up the use of ZIP Code reporting [presstime, Jan. 1983, p. 33]. ☐

70% of dailies now cost 25 cents a copy

The predominant price of a daily newspaper remained 25 cents in 1982. In fact, far more papers—nearly three out of every four—sold for a quarter in 1982 than in 1981.

According to ANPA's annual survey of single-copy, street-sale prices (city zone), 1,288 of 1,829 dailies, or 70.4 percent, cost 25 cents on the newsstand last year, compared with 1,039, or 55.8 percent, a year earlier [presstime, March 1982, p. 36].

1982 marked the first year since 1978 that the average price had not increased a nickel.

The survey, which covered dailies in the United States, Canada, the Bahamas, Bermuda, Guam, Puerto Rico and the Virgin Islands, showed decreases in the number of 20-cent newspapers (461 to 277) and 15-cent newspapers (293 to 146). (See chart below.)

There were still two Canadian newspapers selling for 5 cents in 1982—the Dauphin Daily Bulletin and the Swan River Report in Manitoba. Sixteen newspapers, most of them located in the South and West, cost 10 cents and one cost 13 cents. On the other side of the 25-cent level, 64 cost 30 cents, 27 cost 35 cents, seven cost 40 cents.

One 9,845-circulation morning paper, The Daily News of St. John's, Newfoundland, cost 50 cents daily.

A half dollar continued to be the most common price of a Sunday paper in 1982, as has been the case since 1979. Of the 763 Sunday newspapers surveyed, 335, or 43.9 percent, carried a price of 50 cents. (See chart, next page).

One hundred and sixty-one Sunday papers sold for 75 cents, or 21 percent of the total.

Twenty-one Sunday papers cost 15 cents; 17, 20 cents; 78, 25 cents; 16, 30 cents; 61, 35 cents; 17, 40 cents; 24, 60 cents; six 65, cents; five, 85 cents; and two, 90 cents.

One Sunday newspaper each sold for 45 cents, 55 cents, 70 cents, 80 cents and 95 cents.

Fifteen Sunday newspapers cost $1, a three-fold increase over last year.

ANPA's survey is based on data from the Audit Bureau of Circulations Rate Book on publishers' statements filed before Sept. 30, 1982, and from other sources. ☐

Newspaper rise outstrips the CPI

Between December 1981 and December 1982, the average cost of a newspaper rose 10.1 percent, according to the U.S. Department of Labor's Bureau of Labor Statistics.

That was far higher than the overall Consumer Price Index rise of 3.9 percent recorded during that period.

From 1979 through 1981, newspaper price hikes trailed overall increases in the CPI.

Retail price per single copy of daily newspapers—1982

	10 cents	15 cents	20 cents	25 cents	30 cents	35 cents	40 cents	Total[1]
Alabama	2	7	2	16	—	—	—	27
Alaska	—	—	—	5	—	2	1	8
Arizona	1	1	—	16	—	—	—	18
Arkansas	—	6	10	17	—	—	—	33
California	2	10	18	91	—	—	—	121
Colorado	1	10	5	11	—	—	—	27
Connecticut	—	—	4	18	2	1	—	25
Delaware	—	—	—	3	—	—	—	3
District of Columbia	—	—	—	3	—	—	—	3
Florida	1	7	10	32	—	—	—	50
Georgia	—	5	5	26	—	—	—	36
Hawaii	—	—	—	4	—	—	—	4
Idaho	—	2	—	12	—	—	—	14
Illinois	—	6	14	53	1	1	—	75
Indiana	—	4	16	57	—	—	—	77
Iowa	—	1	6	32	—	1	—	40
Kansas	3	10	15	19	—	—	—	47
Kentucky	—	1	3	22	—	—	—	26
Louisiana	1	2	4	18	—	—	—	25
Maine	—	—	—	6	3	—	—	9
Maryland	—	2	5	9	—	—	—	16
Massachusetts	—	—	7	25	6	6	1	45
Michigan	—	1	10	37	4	—	—	52
Minnesota	—	—	3	22	1	—	—	26
Mississippi	—	3	1	20	—	—	—	24
Missouri	—	9	8	30	—	—	—	47
Montana	—	—	—	11	—	—	—	11
Nebraska	—	3	7	9	—	—	—	19
Nevada	—	1	—	7	—	—	—	8
New Hampshire	—	—	1	8	—	—	—	9
New Jersey	—	1	6	19	—	—	—	26
New Mexico	—	—	4	16	—	—	—	20
New York	—	3	6	61	3	1	1	75
North Carolina	1	4	7	43	—	—	—	55
North Dakota	—	—	—	9	1	—	—	10
Ohio	—	3	25	64	—	1	—	93
Oklahoma	—	7	13	33	—	—	—	53
Oregon	—	—	1	17	—	1	—	19
Pennsylvania	1	1	15	79	2	—	—	98
Rhode Island	—	—	—	5	2	—	—	7
South Carolina	—	1	1	15	—	—	—	17
South Dakota	1	—	5	7	—	—	—	13
Tennessee	—	3	3	24	—	—	—	30
Texas	—	21	10	85	—	—	—	116
Utah	—	—	1	5	—	—	—	6
Vermont	—	—	2	6	—	—	—	8
Virginia	—	5	4	29	—	—	—	38
Washington	—	—	1	25	—	—	—	26
West Virginia	—	1	9	14	—	—	—	25
Wisconsin	—	—	3	26	4	2	—	35
Wyoming	—	2	2	6	—	—	—	10
Totals[1]								
U.S.	14	143	272	1,227	29	16	3	1,705
Canada	2	3	5	55	33	11	4	116
Bahamas	—	—	—	—	1	—	—	1
Bermuda	—	—	—	—	1	—	—	1
Guam	—	—	—	1	—	—	—	1
Puerto Rico	—	—	—	4	—	—	—	4
Virgin Islands	—	—	—	1	—	—	—	1
Grand Totals[1]	16	146	277	1,288	64	27	7	1,829

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[1] Includes newspapers selling for 5 cents (two in Canada), 13 cents (one in West Virginia), and 50 cents (one in Canada)

Retail price per single copy of Sunday newspapers—1982

	15 cents	20 cents	25 cents	30 cents	35 cents	40 cents	50 cents	60 cents	75 cents	$1	Total[1]
Alabama	1	2	2	—	—	—	14	—	1	—	20
Alaska	—	—	—	—	—	—	2	—	—	—	2
Arizona	—	—	—	—	—	—	7	—	3	—	10
Arkansas	1	1	2	—	1	2	9	—	—	—	16
California	1	1	6	—	6	—	25	—	12	—	51
Colorado	—	—	—	—	3	—	6	—	1	—	10
Connecticut	—	—	—	—	1	—	4	—	4	1	10
Delaware	—	—	—	—	1	—	—	—	1	—	2
District of Columbia	—	—	—	—	—	—	—	—	—	1	1
Florida	2	1	2	1	5	—	15	—	5	2	33
Georgia	—	—	1	—	2	—	7	—	4	—	14
Hawaii	—	—	—	—	—	—	1	—	—	1	2
Idaho	—	—	1	—	—	—	5	—	1	—	7
Illinois	—	—	2	—	—	2	10	—	8	2	24
Indiana	—	—	—	—	1	1	4	5	7	—	18
Iowa	—	—	1	—	—	—	1	1	2	2	9
Kansas	1	—	4	1	2	1	9	—	1	—	19
Kentucky	—	—	2	1	1	1	4	—	3	—	12
Louisiana	—	1	1	—	3	1	8	—	2	—	16
Maine	—	—	—	—	—	—	—	—	1	—	1
Maryland	—	—	—	—	—	1	1	—	2	1	5
Massachusetts	—	—	—	—	—	—	2	2	3	1	10
Michigan	—	—	—	—	—	—	10	2	3	—	15
Minnesota	—	—	4	—	1	—	2	—	1	—	10
Mississippi	—	—	1	—	2	—	7	—	2	—	12
Missouri	—	3	2	—	1	—	9	—	2	1	18
Montana	—	—	1	—	2	—	4	—	1	—	8
Nebraska	—	1	—	1	—	—	3	1	—	—	7
Nevada	1	—	—	—	—	—	1	—	3	—	5
New Hampshire	—	—	—	—	—	—	1	—	—	—	2
New Jersey	—	—	—	3	2	2	4	1	3	—	16
New Mexico	—	—	4	—	—	—	8	—	1	—	13
New York	—	—	—	—	3	2	7	—	18	1	33
North Carolina	—	—	2	1	1	—	16	—	5	—	25
North Dakota	—	—	—	—	—	—	2	1	—	—	4
Ohio	—	—	—	—	2	1	17	4	3	1	28
Oklahoma	5	3	14	—	5	—	13	—	3	—	43
Oregon	—	—	—	—	—	—	7	—	1	—	8
Pennsylvania	—	—	—	—	—	1	9	5	3	—	22
Rhode Island	—	—	1	—	—	—	—	—	—	—	2
South Carolina	—	—	—	—	—	—	6	—	2	—	8
South Dakota	—	—	—	1	—	—	1	—	2	—	4
Tennessee	1	—	2	1	1	—	7	—	4	—	16
Texas	8	3	22	2	12	1	34	—	14	—	96
Utah	—	1	—	—	1	—	2	—	1	—	5
Vermont	—	—	—	—	—	—	1	—	1	—	3
Virginia	—	—	—	1	—	1	5	—	8	—	15
Washington	—	—	—	—	—	—	6	—	9	—	15
West Virginia	—	—	—	—	1	—	6	1	2	—	10
Wisconsin	—	—	—	1	—	—	2	—	8	1	10
Wyoming	—	—	—	—	1	—	2	—	1	—	4
Totals[1]											
U.S.	21	17	77	14	61	17	326	23	160	15	749
Canada	—	—	1	2	—	—	6	—	1	—	10
Bahamas	—	—	—	—	—	—	—	—	—	—	0
Bermuda	—	—	—	—	—	—	—	—	—	—	0
Guam	—	—	—	—	—	—	1	—	—	—	1
Puerto Rico	—	—	—	—	—	—	2	1	—	—	3
Virgin Islands	—	—	—	—	—	—	—	—	—	—	0
Grand Totals[1]	21	17	78	16	61	17	335	24	161	15	763

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[1] Includes newspapers selling for 45 cents (one in Pennsylvania), 55 cents (one in Pennsylvania), 65 cents (one in Massachusetts, Nebraska, New Jersey, New York, Pennsylvania, Vermont), 70 cents (one in Iowa), 80 cents (one in New York), 85 cents (one in Iowa, Massachusetts, Minnesota, North Dakota, Pennsylvania), 90 cents (one in Minnesota, New Hampshire), and 95 cents (one in Rhode Island)

Monograph urges papers to rethink marketing efforts

In applying marketing strategies borrowed from other businesses, newspapers may have sacrificed long-term market position to short-term profits.

That is one of the points featured in a new monograph, "Newspaper Marketing: A time for reappraisal?"

Written by Paul S. Hirt, senior vice president and assistant to the publisher of the Chicago Sun-Times, the monograph is the latest in a series published by the International Newspaper Promotion Association.

Hirt lists several "straws in the wind" that indicate changes in readers and in society. In light of these changes, Hirt suggests it might be in newspapers' best interests to "give the social missions of the newspaper prominence equal to its business missions in developing the marketing plan. . . ."

Copies of the 25-page monograph may be obtained at no charge from INPA, The Newspaper Center, Box 17422, Dulles International Airport, Washington, D.C. 20041. ☐

March food inserts tied to Easter Seals campaign

A new type of four-color, coupon newspaper advertising insert for grocery-ad days will contain a charitable bonus this month: the Special Easter Seals Edition will highlight $1.5 million being donated by 12 participating food manufacturers to Easter Seals.

The promotion is timed to coincide with the annual Easter Seals Telethon March 26-27. Coupons carried in the 20-page inserts and redeemed by April 3 will make consumers eligible for a $100,000 sweepstakes, too.

The inserts, produced by Newspaper Co-op Couponing of Westport, Conn., will be carried by 307 different newspapers and reach 37 million households. The inserts will contain a total of 1.3-billion cents-off coupons for 33 products, worth $8.12 per insert.

Easter Seals raised about $200,000 through another coupon promotion last year, using the Sunday Comics Couponing Corp. ☐

Picking the right plate can enhance print quality

By Tom Walker
presstime technical writer

As more newspapers look at their reproduction with a critical eye, the quality of their materials and supplies will become more important.

One of the basic requirements for top-quality reproduction is the selection of the right printing plate. With each newspaper having unique needs and with the large variety of plates on the market, it is important to shop around.

For newspapers with more than 50,000 circulation, cost per plate can be the most important factor in determining what plate to use. Other factors that both large and small newspapers should take into consideration include durability, printability, cleanliness and dot size.

The many different brands of plates can be categorized as one type of letterpress plate—the plastic or photopolymer—and two types of offset plates—wipe-ons and presensitized.

Plates and the systems for processing them run a gamut of prices and capabilities, but a newspaper printing by letterpress can expect to pay more for plates than offset newspapers pay. Generally speaking, a newspaper can expect to pay from $1.25 to $4.50 for a letterpress plate and from about 60 cents to $3 for offset plates. Most manufacturers offer volume discounts.

The equipment for processing plates may include exposure units, washout units and ovens, and can cost $100,000 or more for all three pieces.

Letterpress plates. According to the most recent *Specification Data* book, compiled from a 1981 survey of ANPA-member newspapers by the Association's Research Institute, the most popular letterpress plates are those made by NAPP Systems USA Inc., W. R. Grace Co.'s Letterpress Division and Hercules Inc.

A newspaper either can put its own plates together by adding photopolymers to a metal backing, which is less expensive, or it can buy the plates with the photopolymers already applied.

In the former case, a plate is assembled by pouring photopolymers onto a plate backing and wiping off the excess. The page negative is placed atop the plate and exposed to ultraviolet light, which hardens the image area.

The plate is then placed in a washout unit where the non-image area is removed. The hardened image area resists the washout action and remains as a relief surface printing area. The plate then is placed in an oven for further hardening before being placed on the press.

With precoated plates, the process is the same except that photopolymers are applied by the manufacturer.

W. R. Grace makes a slightly different processing machine. It uses an air knife rather than a washout unit, and the removed photopolymers are recycled.

While price is an important consideration when buying a plate, it's not the only one. At the Dallas Times Herald, Production Director Harold Ruddle says the most important aspect is quality.

Ruddle says he is referring to such things as durability, cleanliness and the ability of the plate to pick up and transfer ink. "Some plates will retain dust in the plate and others release it," he says. A plate that holds dust will give poor reproduction.

Another aspect of quality, Ruddle says, is dot size. Generally speaking, the smaller the dot, the better the reproduction—particularly with art.

The Times Herald switched from NAPP about 18 months ago, Ruddle says, because it couldn't get a one-year price contract. It got one from Grace and now makes about 250,000 plates a year at $2 a piece. The newspaper also bought three lines of processing equipment for about $500,000.

Ruddle says the Grace plate is comparable in quality with the NAPP plate, and because they are pouring their own photopolymers, the Grace plate costs about half as much.

Storage requirements for some plates can cause problems, says General Manager Joseph H. Zerbey of The Bristol (Conn.) Press (evening, 20,867). Some plates require refrigeration, and the Press chooses to buy those that don't, he adds.

The paper uses only about 12,000 NAPP plates a year and pays between $4 and $4.50 a plate because of the low volume.

Offset plates. According to *Specifica-*

From left: Dallas Times Herald's Ken Shelby operates Letterflex platemaker; Detroit News' George Delphy inspects plate at K&F bender.

tion Data, by far the most popular type of offset plate is the wipe-on. The other type, the presensitized plate, costs a minimum of $2 each—a rather high cost for offset plates—and therefore is not used by many newspapers.

With wipe-on plates, a light-sensitive material called diazo is applied—literally wiped on—to the plate. Then the plate is exposed to light through a page negative, and a developer is wiped on.

The developing solution dissolves the diazo that did not come in contact with the light. That portion of the diazo that was exposed to light hardens to form the page image. A gum is added to prevent the plate from oxidizing before it is placed on the press.

A presensitized plate is precoated and made light sensitive at the factory, removing the need to wipe on the diazo. The rest of the process is the same as with the wipe-on plate.

The Detroit News, which recently converted from letterpress to offset [presstime, July 1982, p. 50], uses more than 400,000 plates a year and pays between 75 cents and 90 cents apiece for them, according to Operations Director Raymond J. Eby.

The News uses wipe-on plates. Although the cost per plate is the major determining factor, Eby agrees that other factors also should be considered when selecting a plate.

"Obviously, you have to look at printability," he says, describing that as the ease of processing through the various steps and "a lack of problems in relation to press work." He notes it is also important to look for consistency in manufacturing to make sure you get the same plate with every purchase.

The Scottsbluff (Neb.) Star-Herald (morning, circulation, 16,703), which pays $1.30 per offset plate, bases its choice on the shelf life because it buys a year's supply at a time.

But Production Director Raymond D. Richards says it's most important to know what your newspaper's requirements are. "Each shop is different, and you need to find (plates) that work best in your shop," he says.

He notes that the combination of press type, inks and fountain solutions used, and other factors have a bearing on what plate should be purchased. ☐

List of manufacturers

Following is a partial list of plate manufacturers:

Letterpress

Dyna-Flex International Corp.
3600 West Street
Salt Lake City, Utah 84119
(801) 972-3910

Hercules Inc.
910 Market Street
Wilmington, Del. 19899
(302) 575-5000

NAPP Systems Inc.
360 S. Pacific Blvd.
San Marcos, Calif. 92069
(619) 744-4387

W. R. Grace Co.
9451 Hayden Ave.
Lexington, Mass. 02173
(617) 861-6600

Offset

Eastman Kodak Co.
343 State Street
Rochester, N.Y. 11022
(716) 724-4000

Hydrographic Inc.
2202 Union Bower Road
Irving, Texas 75060
(214) 438-2681

3M Co.
3M Center
St. Paul, Minn. 55101
(612) 733-1110

Western Litho Plate
3433 Tree Court Industrial Blvd.
St. Louis, Mo. 63122
(314) 225-5031

Production conference set for Pittsburgh

The 1983 America★East Newspaper Production Conference will be held March 16-18 at the Greater Pittsburgh Expo Mart in Monroeville, Pa.

With the theme "'83 Ways to a Better Bottom Line," the conference will feature workshops on topics such as "Doing More With Less Man-Hours," "Mailroom Distribution and TMC" and "Back-up: Do You Need It? If So, How Much?"

There also will be a display of equipment from more than 30 suppliers.

For more information, contact America★East, 2717 N. Front Street, Harrisburg, Pa. 17110; (717) 234-4067. ☐

Detailed directory prepared for 'Expo'

Program materials of the ANPA Operations Management Conference and Exposition this year will include a directory of exhibitors listed both alphabetically and by general product category.

Materials for previous conferences have included simply an alphabetical listing of exhibitors.

Conference Director Peter P. Romano said the directory is the first step in ANPA plans for compilation of a "buyer's guide" for the newspaper business.

"The directory will enable attendees readily to locate the exhibits and products of specific interest to them. Equally important, it can be used after the conference as a valuable reference guide," said Romano, director of the Production Department at the ANPA Research Institute. Listings will include each firm's full address, telephone number and name of company contacts.

The 1983 Exposition, entitled "Synectics '83," will be held June 11-15 in Las Vegas, Nev. [presstime, Feb. 1983, p. 42]. ☐

Deadline is March 14 for Kodak color contest

Prize money totaling $22,000 will be at stake in Eastman Kodak Co.'s 1983 Run for the Money color printing contest. Winning newspapers will be announced and displated at the ANPA Operations Management Conference and Exposition in Las Vegas.

Rules and entry forms are available from Jack Bent, Eastman Kodak Co., Graphics Markets Division, 661-B, Run For The Money, 343 State St., Rochester, N.Y. 14650; (716) 724-4795. Registration deadline is March 14. ☐

Machine donated to ANPA

Signode Corp. of Glenview, Ill., has announced it will donate a MLN-2A bundle-tying machine for the new ANPA research facility scheduled to be opened this spring at The Newspaper Center in Reston, Va.

The $20,000 machine will be located at the end of the bundle line in the mailroom. All other mailroom equipment is being donated by Hall Systems and George R. Hall Inc. [presstime, Jan. 1983, p. 42]. ☐

But few newspapers offer them

'Outplacement' services ease effects of layoffs

By Virginia Tadie

Retraining employees whose positions have been eliminated, whether a result of technological change, reductions-in-force or newspaper mergers, is a progressive solution to a difficult problem. Any employee would agree.

But retraining excess employees will not always be possible: There are certain to be times when permanent layoffs cannot be avoided. "Outplacement" counseling, while not a solution, is one step an employer can take to ease effects of the problems.

"Outplacement" is one of those terms the dictionary avoids but human-resource professionals embrace. In short, it's a euphemism for helping a person you have had to lay off prepare to seek another job.

The Tampa (Fla.) Tribune Co. and the Des Moines (Iowa) Register & Tribune Co., both of which have merged afternoon and morning editions, are two newspaper companies that have provided outplacement assistance to exiting employees. But they are exceptions to the rule.

In a recent survey conducted by the ANPA Labor and Personnel Relations Department, only 8.7 percent of respondents said they provide outplacement assistance to terminated employees.

Why have so few newspapers adopted this practice?

It may be that the newspaper industry has been, or believed itself to be, well-insulated from the changes and events that have forced both public- and private-sector work-force reductions. Position reductions have been handled successfully in the industry through retraining, transfers, attrition and retirement.

But times are indeed changing. For example, a look at 12 of the a.m./p.m. mergers implemented since 1980 showed that five resulted in the layoffs of a total of 238 employees [presstime, Jan. 1983, p. 50].

Workers and their union representatives are painfully aware of these changing times. According to ANPA's Manager/Labor Relations Charles Cole, "Job-security provisions are clearly a matter of higher priority in negotiations than in prior years."

What it is. A product of the 1960s, outplacement counseling is providing exiting employees with the knowledge, skills and resources necessary to obtain new positions.

Genuine outplacement services—not the perfunctory pat on the back and two weeks' severance pay—can be provided in any number of ways, including:

- Conducting workshops on resume-writing, interviewing skills and job-searching techniques
- Typesetting and printing resumes at employer's expense
- Running position-wanted ads at no charge to the exiting employee
- Providing individual financial and emotional counseling services
- Paying for placement services with outside agencies
- Allowing paid time-off for job hunting
- Coordinating severance pay, health insurance benefits and other resources.

At both the Tampa and Des Moines papers, placement offices were established. The former rented a suite of offices while the latter used space in the newspaper building. Clerical services were provided as well as all equipment to type, copy and mail resumes for terminated employees.

According to Gerald W. Wright, director of personnel and industrial relations for The Tampa Tribune, the company contracted with a nationally known placement and career counseling agency and paid expenses for any terminated employee who chose to use the service.

The Des Moines Register, on the other hand, decided to provide all services internally, using the company's own resources as well as those available in the community, reports Sue Tempero, director of employee relations.

Both papers provided telephone lines and job-seeking training classes.

Assisting exiting employees involves participation from personnel directors, supervisors, line managers and representatives of the business community at large.

At the Register, supervisors and managers in affected departments were trained in how to handle the termination process. Tempero personally interviewed exiting employees.

Both papers advertised nationally, announcing the mergers and the availability of terminated employees. The response was great, Wright and Tempero say.

Positions available elsewhere were posted. "Although not everyone was interested or willing to relocate," says Tempero, "at least they had a choice and were told where the jobs existed."

Des Moines' Sue Tempero interviews an exiting employee.

Tadie is personnel relations associate in the ANPA Labor and Personnel Relations Department.

Both papers reported liberal severance-pay practices and extended benefits. In Des Moines employees were given bonuses if they took advantage of the job-seeking training.

Why it's good. Industrial psychologists agree that the emotional and financial upheaval of being terminated produces a level of stress that can be compared only to that resulting from such stress-producing events as divorce and death of a loved one. Possible consequences for the exiting employee include increased withdrawal from friends and family, divorce, alcohol and drug abuse, criminal activities, and, in some cases, suicide.

Particularly hard hit are adequate performers, employees with many years of service in one company, and unskilled workers or those with outdated skills.

In a state of shock and disbelief, terminated employees are unprepared for the task ahead of them—finding a job in difficult times.

But does the employer's responsibility to the terminated worker end with the last paycheck? Perhaps legally. But assisting terminated employees in successfully finding new positions has implications that go far beyond legalities.

For exiting employees, outplacement assistance can mean the difference between success and failure—not only in their job search but in their personal lives as well. Outplacement programs that provide skills, resources and individual counseling contribute to the terminated worker's ability to find a new job, to survive and to move ahead. In some cases, outplacement assistance changes termination experiences into career-advancement opportunities.

For the newspaper, outplacement-assistance programs improve employee relations, especially at critical times of transition. Providing outplacement services demonstrates the company's continued concern for the well-being of its employees, reinforcing remaining workers' confidence and trust in management.

At the Des Moines paper, managers interviewed employees remaining in departments where layoffs had occurred, assuring them that their positions were secure. "During this critical time when layoffs were occurring," Tempero says, "we knew that all the employees were watching how we handled things."

Outplacement efforts also promote positive public relations in the community by shortening unemployment time, reducing the drain on community welfare funds, and avoiding potential litigation.

Tempero notes that employees were able to see that the company was actively trying to help them find new jobs. The outplacement assistance provided had several effects, she reports. "I think it diffused some anger and cleared up misunderstandings" she says. "While an unfortunate experience, the company felt proud of what it could do to help terminated employees."

Wright shares the sentiment, agreeing that the efforts at the Tampa paper "were really worth the time, energy and expense. It meant a lot to—and was really appreciated by—all our employees."

And offering outplacement assistance need not be merely a response to crisis. Like employee assistance programs [presstime, Sept. 1980, p. 40], outplacement services can and should be an integral part of any human-resources-management plan.

Whether terminating a poor achiever, a pressman whose job has been eliminated by a change in equipment, or simply losing an employee whose career goals cannot be accommodated in the company, outplacement assistance can prove beneficial to the company and the exiting employee as well. ☐

Court awards attorneys' fees to newspaper in job bias case

The Denver Post has been awarded $1,500 in attorneys' fees as the prevailing defendant in a "frivolous" employment discrimination suit brought against it by a composing room employee.

The action came following an October 1982 federal appeals court decision to return the case to the lower-court judge who heard the case in 1980.

The plaintiff, Edward Gutierrez, had brought the suit under Title VII of the 1964 Civil Rights Act, claiming he had been passed over for job promotions because of his Mexican-American background.

U.S. District Judge Sherman G. Finesilver dismissed the suit in 1980. He found that Gutierrez was not qualified for promotion to assistant foreman.

In addition, the judge found that Gutierrez's claim for damages because of emotional distress suffered was "frivolous, unreasonable and clearly without foundation." As a result, he ruled that the Post was entitled to reasonable attorneys' fees under a 1978 decision of the U.S. Supreme Court.

Gutierrez appealed to the 10th U.S. Circuit Court of Appeals, which affirmed Finesilver's decision on Oct. 4, 1982, and returned the case to him for a determination of the attorneys' fees to be awarded.

The 10th Circuit observed that Gutierrez did not take on-the-job training courses offered by the Post to keep employees abreast of new composing room techniques. It noted that fellow employees of Mexican-American ancestry had taken advantage of "in-house" training opportunities and were promoted to supervisory positions.

Also, the 10th Circuit said, Gutierrez was somewhat of a "loner," did not have rapport with other employees and did not display the attitude, personality or initiative required of a supervisor.

"Gutierrez did not introduce any evidence beyond his own assertions on (the emotional distress) issue," the court said. "On the other hand, the Post presented overwhelming evidence, including that of medical experts, that any stress suffered by Gutierrez was in nowise related to his employment."

The Post itemized the $10,964 it spent in legal fees defending itself against the emotional distress claim. Finesilver found the amount was reasonable, but he noted that courts must consider the relative wealth of the parties in making a determination.

Finesilver said the purpose of awarding attorneys' fees in frivolous Title VII suits is to act as a deterrent to the filing of such suits. He found that $1,500 was "sufficient for this purpose" and reduced the requested fee award to that amount.

(Gutierrez v. The Denver Post Inc., USDC Colo., Civil Action 78-F-1257)

Religious-bias suit against Monitor dismissed

By Clark Newsom
presstime labor writer

A U.S. District Court judge has dismissed a suit by a job applicant who charged that The Christian Science Monitor discriminated against him because of his religion.

Judge A. David Mazzone found that the Monitor is a religious activity of a religious organization and is therefore exempt from regulation under Title VII of the Civil Rights Act of 1964. He ruled that it is permissible for the Monitor to apply a test of religious affiliation to candidates for employment.

The Boston-based Monitor is published by the Christian Science Publishing Society, which is owned by the First Church of Christ, Scientist.

The case arose in January 1979 when the plaintiff, Mark Feldstein, inquired whether there would be job openings on the Monitor's news staff when he graduated from college in June.

Told to contact the personnel department, he did so and when asked whether he was a Christian Scientist, he said no.

According to Judge Mazzone's findings, Feldstein was then told that he would stand little, if any, chance of being hired as a reporter; that only Christian Scientists were hired for editorial and advertising jobs except in the rare circumstance that no qualified member of the church was available.

Feldstein nevertheless obtained an employment application for a reporter's position. The application contained such questions as "Are you . . . a member of the Mother Church? Are you free from the use of liquor, tobacco, drugs, medicine?"

Feldstein submitted the completed application form in March 1979, along with a resume and samples of newspaper articles he had written. In April, he was notified that his application had been rejected.

He then sued the Monitor, charging religious discrimination in violation of the act.

Mazzone noted that the church routinely subsidizes the Monitor, which otherwise "would run at a significant loss."

He also pointed out that the church's board of directors is responsible for the editorial content; that advertising policy is formulated in part by advertising information committees appointed by the Publishing Society; and that circulation is developed through Christian Science Reading Rooms and by church members who act without compensation as circulation representatives.

The judge found that numerous governmental agencies, including the Equal Employment Opportunity Commission and the Internal Revenue Service, have considered the status of the Monitor and have determined that it is a religious activity.

Two other U.S. daily newspapers with ties to organized religion have hiring policies different than the Monitor's:

- The Deseret News of Salt Lake City is affiliated with the Church of Jesus Christ of Latter-day Saints (Mormon). "We don't restrict hiring to Mormons on our staff," said Publisher Wendell J. Ashton. "The ratio is about 70-percent Mormon, the same as in the state of Utah."
- The Washington Times is financed by businesses affiliated with the Unification Church. "Religious beliefs or persuasions have no bearing on the people we hire," said Personnel Director Doyle Finch.

(Feldstein v. The Christian Science Monitor et al., USDC Mass., Civil Action No. 80-0103-MA) ☐

Recent contract settlements

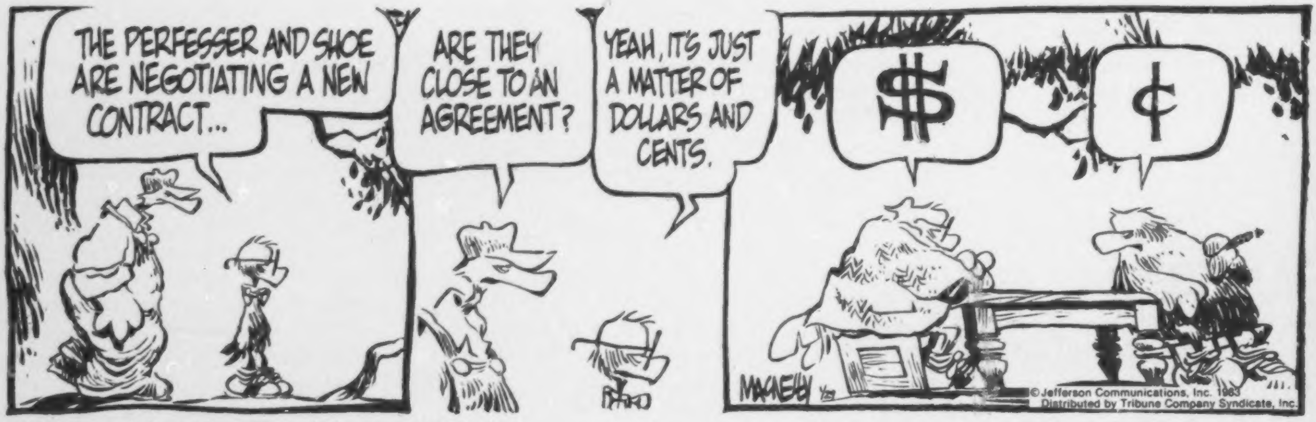
Cincinnati Enquirer, Teamsters: Three-year agreement covering delivery truck drivers retroactive to Sept. 16, 1982.

San Diego Union and Tribune, IPGCU: Three-year agreement covering pressmen and paper handlers retroactive to Aug. 2, 1982.

Washington Post, GAIU: Twenty-eight-month agreement covering photoengravers retroactive to Oct. 22, 1982.

(Details in February 1983 ANPA Labor & Personnel Relations Letter.)

'Shoe' **By Jeff MacNelly**


THE PERFESSER AND SHOE ARE NEGOTIATING A NEW CONTRACT...
ARE THEY CLOSE TO AN AGREEMENT?
YEAH, IT'S JUST A MATTER OF DOLLARS AND CENTS.
$
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Arbitrators' decisions reflect impact of new technologies

By Mary Sepucha

Labor relations problems associated with the use of new technology continued to play a major role in newspaper arbitrations in 1982.

These days, unions seldom question the right of a company to utilize new equipment. But many disputes now surface over the impact this technology has on employees' terms and conditions of employment.

Of the 88 newspaper-related arbitrations reported in presstime last year, 51 were interpretive disputes, and 30 percent of those disputes concerned issues related to new technology: jurisdiction, job guarantees, manning, retraining and transfer of excess employees.

More than 100 newspapers have extended lifetime job guarantees to production employees in exchange for the right to introduce new technology at their facilities [presstime, Nov. 1981, p. 42]. The numbers of such employees have been reduced through attrition and termination incentives, but many newspapers remain overstaffed.

The existence of excess employees in one or more departments has prompted many publishers to undertake retraining and transfer of employees to other departments (see story, p. 4).

Such a move, however, cannot be interpreted as a basic management right, says William Eaton, a well-known California arbitrator, "since it so often involves placing employees in another union's jurisdiction."

Jurisdiction is a very sticky problem for unions, he notes, and arbitrators look very carefully for specific contract language that allows for transfers.

Planning can help newspapers avoid disputes in these areas, maintains ANPA's Charles Cole, manager/labor relations. "The occasions when we see disputes over the interpretation of contract provisions are usually the result of poor drafting of contract language. In such instances, each party leaves the bargaining table with a different interpretation of what was agreed to," he says. Even if a dispute cannot be avoided, negotiation of specific language can give the company's interpretation the edge in an arbitration, he notes.

"The union argument of a 'controlling past practice' does not seem to hold the attention of arbitrators as in prior years," Cole adds, "unless it is shown beyond a doubt that both parties recognized the practice."

A recent arbitration at the Syracuse (N.Y.) Herald-Journal and The Post-Standard is a case in point and a good example of how newspapers can effect transfers of job-guaranteed employees through negotiated language.

The company had negotiated language with its mailers that gave the publisher the unrestricted right to employ temporary help in the mailroom. Then, in exchange for jurisdictional and production flexibility in the printers' contract, the company extended job guarantees and agreed to employ not less than 25 employees in the composing room "doing composing room work."

The company argued that once the mandated number of employees in the composing room was reached, it had the right on a daily basis to assign excess printers to non-bargaining-unit work in other departments.

The union understood this when the language was negotiated, the company maintained.

In his opinion, Arbitrator Irving H. Sabghir agreed and stated, "The limitation on *where* bargaining unit employees will be employed and *doing what* work applies only to 25 employees. . . . The other bargaining unit employees not needed to do composing room work in the composing room may therefore be assigned other work in the composing room or in other departments, if that is possible under constraints that may be imposed by other bargaining units. The mailers' agreement, as noted, does permit such assignments."

The interpretation of job-security clauses played a role in at least eight arbitrations last year. Arbitrator Eaton notes there have been problems with such clauses at many newspapers. The intent was to buy industrial peace by extending lifetime jobs—jobs that extended beyond the expiration date of the contract, he says.

To say that a lifetime job ends with the contract date, absent specific language to that effect, involves a "contradiction of concept," Eaton says.

Disputes with job-guaranteed employees are not limited to the interpretative arena. Eaton believes some recent discharge cases seem to have had their genesis in a newspaper's desire to rid itself of excess employees during periods of economic difficulty.

The possession of a job guarantee cannot insulate employees from discharge for cause, he acknowledges, "but they need a fair shot at knowing what offenses warrant discharge."

In a 1982 case he arbitrated at the San Francisco Newspaper Agency, Eaton revoked the discharge of a printer for excessive absenteeism because the company had not given him sufficient warning that it was grounds for discharge [presstime, March 1982, p. 46].

Generally, however, publishers have been doing their homework. The majority of the 88 newspaper-related arbitrations reported in 1982 were resolved in favor of the companies involved—continuing a

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Sepucha is labor relations associate in the ANPA Labor and Personnel Relations Department.

Two unions, NY Times reach tentative agreements

The New York Times has reached tentative agreements with Typographical Union No. 6 and Mailers Union No. 6 on a three-year extension of their current labor contracts, due to expire March 30, 1984.

The extension is subject to completion of similar agreements with the eight other major unions at the newspaper.

In proposing the contract extensions, the Times offered pay increases totaling $110 a week over the three-year period and a new 4-percent pay increase upon ratification of the extensions by members of all 10 unions.

The proposal is similar to one already accepted by the unions at the New York Daily News [presstime, Nov. 1982, p. 45].

trend of the last 20 years.

However, Sam Kagel, who has arbitrated 29 newspaper cases in the last 10 years—more than any other person—cautions that "Scorecards such as this are kind of meaningless. They don't prove anything, because each case must stand on its own merits."

That is the earmark of an arbitration, Kagel emphasizes, because very little precedent is involved. Arbitrators look at specific contract language, negotiating history, and, in discipline cases, mitigating circumstances and the grievant's prior record.

The message is clear. Arbitrators draw their conclusions from the terms of each contract. This is a point for publishers to remember in any contract negotiations, ANPA's Cole states.

Interestingly enough, the newspaper business has proved to be more stable in the processing of employee grievances than have other industries, which have experienced large increases in arbitration cases.

According to figures compiled by the Office of Arbitration Services of the Federal Mediation and Conciliation Service, the total number of arbitration cases increased more than 260 percent in the past decade. Yet there were 12 percent fewer newspaper arbitrations in 1982 than in 1972.

The number of newspaper cases fluctuates annually, but usually in a range between 65 and 100, as was the case last year.

Kagel attributes this relative stability to the cast of characters involved. "Generally," he says, "unions and management in the newspaper industry know each other well and thus have a greater tendency to settle their differences in the initial steps of the grievance procedure without resorting to outside mediation." However, he notes, any major change in the characters on either side can upset the balance and produce a more litigious atmosphere.

Cole agrees with this assessment of arbitral stability and adds that "more than ever before, we are seeing more experienced and professional people on both sides of the bargaining table." He also notes that both sides have more resources available today to justify their positions and that both make greater use of legal counsel. ☐

Laid off editorial employees awarded three more weeks' pay

The right of The Globe and Mail of Toronto to reduce its editorial staff through economic layoffs has been upheld by an arbitrator.

The Southern Ontario Newspaper Guild had challenged the layoffs last year of 11 editorial employees within its jurisdiction [presstime, Aug. 1982, p. 44].

While denying reinstatement, Arbitrator Martin Teplitsky did find that the newspaper should have discussed the reduction with the Guild prior to giving the staff three weeks' notice of the layoffs. As a remedy, he awarded the former employees three weeks' pay as damages.

The labor agreement states that economy dismissals shall be made only "when in the opinion of the employer" failure to reduce the staff "would impair the financial stability" of the newspaper. It also provides there shall be no dismissals for three weeks after a decision to reduce the force has been made.

The arbiter found that the newspaper's financial problems stemmed from the poor economy and its effect on advertising revenues, particularly job-recruitment ads.

The layoffs were implemented only after "virtually all other measures had first been tried, including the release of management personnel," he noted.

The agreement provides that before economy dismissals are made, the company and the Guild "will discuss other means of effecting necessary economies." The union argued that because the matter was not discussed between the two parties, the arbiter should void the dismissals.

Teplitsky said, however, that given the extensive efforts made by management to achieve other economies prior to the layoffs, "I am satisfied that the discussions would not have led to a smaller number of layoffs."

He noted that the discussions would have taken about three weeks. He therefore awarded the extra three weeks' pay. ☐

Guild members reject increase in dues

Members of The Newspaper Guild have rejected by a 542-vote margin a proposed increase in the union's minimum dues.

The increase had been approved by last year's Guild convention, subject to ratification by the membership [presstime, July 1982, p. 46].

Results of the referendum, conducted in late January, were certified Feb. 7. The vote was 6,032 against, and 5,490 for the increase. The large New York City local voted against the change by a 1,000-vote margin, a Guild spokesman said.

A total of 30,216 members were eligible to vote on the proposition to increase the dues schedule from 5 percent of one week's pay to 5.5 percent now and to 6 percent in May. ☐

Struck weekly continues to publish during strike

A Guild strike against the New York Amsterdam News that began Feb. 1 was continuing in late February. The black-oriented weekly has published all three of its regular editions since the strike began.

A Guild official said the union struck over management's unilateral posting of new working conditions that would result in a 20-percent cut in pay. The Guild represents 38 editorial and miscellaneous employees at the 44,000-circulation paper.

An attorney for the paper said financial problems brought about its decision to cut the workweek from five to four days. ☐

Additional arbitration awards

Fort Wayne (Ind.) Newspapers Inc., ITU: Fred Whitney upheld the discharges of two part-time mailers who had violated a rule prohibiting "horseplay" in the mailroom.

Galesburg (Ill.) Register-Mail, ITU: Harvey A. Nathan ruled that a printer was laid off because of technological innovation, not for economic reasons, and thus was entitled to two weeks' severance pay for each year of service with the newspaper.

Small, Overgaard leave UPI; Hooker joins with 1/3 interest

By C. David Rambo
presstime staff writer

John Jay Hooker

United Press International has gone through another change in ownership with the departure of Len R. "Rob" Small and Cordell J. Overgaard, and the arrival of former Nashville Banner Publisher John Jay Hooker Jr.

Small, editor and publisher of The Daily Dispatch of Moline, Ill., and Overgaard, a Chicago lawyer, relinquished their interests in Media News Corp., the company that was formed to buy UPI from E.W. Scripps Co. Inc. last June [presstime, July 1982, p. 61].

They said they will return to their individual business activities on a full-time basis. However, Small said he will continue to serve as an advisor, and Overgaard still will provide legal counsel to UPI.

Hooker, also a lawyer, acquired an interest in Media News Corp. and assumed Small's role as chairman of the board. Hooker said he and the other Media News principals, Douglas F. Ruhe and William E. Geissler, each own about a third of UPI. Thomas Haughney, financial vice president, and William Ahlhauser, treasurer, have "small minority shares," Hooker said.

He said the changes in ownership, announced Feb. 1, will have no effect on daily UPI operations.

The 52-year-old Hooker's entrance on the UPI scene differed markedly from last June's ownership change in that he discussed the financial terms. Small, Overgaard, Ruhe and Geissler have held firm to a commitment to Scripps that they would not reveal transaction details.

Hooker said that "for all of my shares," he paid $1 plus "other valuable considerations." He described those considerations as his commitment to pour "blood, sweat and tears" into making UPI successful, including coming up with operating funds that may be needed until the wire service is restored to profitability.

"But let me also say that I would not sell my shares for $20 million today," Hooker added. He said that UPI has a net worth of more than $25 million, has $100 million annually in sales and has no debts. With all that, UPI's balance sheet "looks good" despite its two-decade history of losses.

Hooker said he felt an obligation to make the information public because UPI "is a public trust. I think it should disclose its finances." But he refused to reveal information on the Media News-Scripps deal.

Hooker said efforts to halt the wire service's financial losses will continue. "Within this calendar year we should be able to get this thing into the black," he said.

UPI continues to bank on saving a lot of money by converting from transmissions by telephone to satellite delivery.

It also has been reorganizing the personnel structure to reduce the number of "managerial"-type jobs and to increase newsgathering positions. In a recent audit, the company found that 300 of its 1,300 domestic employees were in "management" positions. The company said it has eliminated 45 of those positions through attrition or layoffs. A UPI spokeswoman in late February maintained that there will be no more reductions, contrary to one report that listed the ultimate target as 100 jobs.

The company also said it plans to add 30 reporters and photographers throughout the country, six special Washington correspondents, and six more news and photo bureaus in the United States and overseas.

Hooker said he is investigating the "enormous opportunities" for UPI in evolving electronic information technology. He is considering possible ventures with insurance companies, mutual funds and other large firms in which UPI would serve in an information capacity.

Hooker has a colorful background in Tennessee business and political circles.

He and two partners purchased the Nashville Banner in 1979 from Gannett Co. Inc., which at the same time bought the rival Tennessean. Hooker served as Banner publisher until 1981 when he sold out to his partners during a legal dispute.

He has also served as a media lawyer, primarily for the Tennessean in the 1960s.

Hooker was a founder in 1967 of Minnie Pearl Fried Chicken, which folded after several years; was a founder of Hospital Corp. of America, one of the largest, private, health-care providers in the country; and was chairman of STP Corp. from 1973-1975. In 1961, Hooker, on request of President John F. Kennedy, participated in talks resulting in the release of prisoners taken in the Bay of Pigs invasion.

On three occasions, he ran unsuccessfully as a Democrat for statewide office in Tennessee: twice for governor and once for U.S. senator.

A Nashville native, Hooker attended the University of the South at Sewanee, Tenn., served in the U.S. Army and is a 1957 graduate of Vanderbilt University Law School.

The man Hooker replaced as UPI board chairman, Rob Small, said he decided to leave UPI for a "variety of personal and professional reasons." . . . "On a practical basis, it just wasn't working out," he said.

For one thing, "It was impractical for us (he and his family) to move to New York." For another, his Moline newspaper needed more attention than he was able to give it as a long-distance commuter. "You can leave a newspaper for a while, but even if things are organized, after a while you've got to get back," he said.

Small had said in January that UPI's need for his services was diminished greatly with the hiring last fall of William J. Small (no relation) as UPI president [presstime, Feb. 1983, p. 26]. ☐

Westchester 'Today' folds

The last edition of Today of Westchester County, N.Y., was published Feb. 4.

Thomas P. Dolan, president and publisher of Westchester Rockland Newspapers Inc., said the main features of the morning paper were folded into the other nine Westchester Rockland evening dailies in suburban New York.

Westchester Rockland, owned by Gannett Co. Inc., will print Gannett's USA Today when that morning paper enters the metropolitan New York market April 11 [presstime, Feb. 1983, p. 49]. ☐

AP adopts $185 million budget for '83; starts equipment fund, strategic planning

The Associated Press Board of Directors has approved a 1983 operating budget of $185 million, representing an 8.5-percent increase from last year's spending level of $170.4 million.

The board earmarked slightly more than $4 million for a capital equipment fund. It is the first time that a portion of the membership assessment has been dedicated solely to purchase of equipment and improvements, said AP Chairman Frank Batten. Until now, AP has financed such needs mainly through depreciation of equipment and short-term bank loans [presstime, Dec. 1982, p. 45].

At their meeting in January, AP's directors also discussed:

- Development of a "strategic planning" effort. President and General Manager Keith Fuller said AP will review personnel assignments, the wire service's role in existing and potential new markets, and other developments affecting its future.
- New bureaus. Vice President and Executive Editor Louis D. Boccardi said AP recently opened bureaus in Rochester, N.Y.; South Bend, Ind.; Albany, Ga.; Toronto; and in Central America for coverage of Costa Rica, Nicaragua and El Salvador. Bureaus are planned for Calcutta, India, and Baghdad, Iraq.
- The satellite delivery program. Fuller said AP has installed dishes in 790 communities and will complete its authorized 900-dish system in April.
- Membership. AP at the end of 1982 had 1,318 daily (publishing at least five days a week) newspaper members. Vice President James Mangan, director of newspaper membership, said AP membership constitutes 87 percent of the average daily circulation in the United States.
- International free-press issues. Boccardi said AP has experienced government and police interference in Chile, Poland, El Salvador and Nicaragua. □

Barry Bingham Sr. of the Louisville (Ky.) newspapers reminisces about J. Montgomery Curtis (background photo) at a memorial service Feb. 1 at the American Press Institute, Reston, Va. Curtis, former API executive director, died Nov. 25.

Gannett, Maynard agree on Trib purchase

Robert C. Maynard, editor and publisher of The Tribune in Oakland, Calif., in late February was meeting with labor unions in an effort to clear the way for his acquisition of the newspaper from Gannett Co. Inc.

Maynard and Gannett announced Feb. 2 they had reached an agreement in principle for Maynard to acquire the newspaper. It hinges on Maynard's obtaining "certain written concessions" from labor unions representing Tribune employees, and on his "completing the necessary financial backing to assure continued operations." Deadline for meeting those conditions was the end of February.

Robert C. Maynard

In announcing the agreement, Maynard told Tribune employees he would head a "new, local, privately owned company" being formed to buy the newspaper. He would continue as editor and publisher, and would be aided in his "independent operation" of the newspaper by a board of directors.

Gannett said it put The Tribune on the market in an effort to avoid violating Federal Communications Commission cross-ownership rules through its planned purchase of KRON-TV in San Francisco [presstime, Dec. 1982, p. 44].

However, Scripps League Newspapers has said it will ask the FCC to block the transaction because it claims Gannett, by maintaining ownership of the Independent-Journal in nearby San Rafael, still would be in violation of those rules. □

Daily News plant proceeds

True to its word, the Tribune Co. of Chicago is investing some $7.5 million over the next six months to equip a satellite printing plant in Kearny, N.J., to print its New York Daily News.

The company had promised to establish the plant as part of a financial-turnaround plan [presstime, June 1982, p. 45].

The plant will be used to print 300,000 copies daily. The News has a circulation of more than 1.5 million copies daily and about two million Sunday. □

Women's salaries lag in research

A recent wage-and-benefit survey of members of the Newspaper Research Council found a continuing differential between the compensation of male and female newspaper researchers.

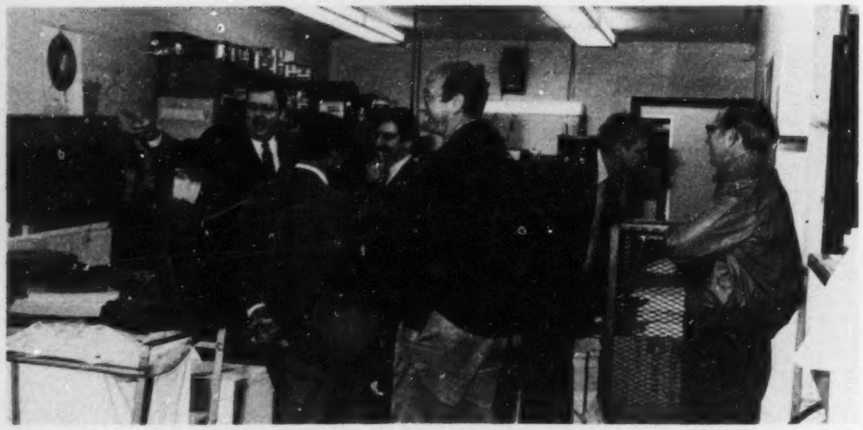
Women, who make up 26 percent of the NRC membership, received an average of $34,174 in salaries and benefits. Men averaged $43,964 in total compensation.

The wage differential between the sexes appeared in most categories, even when men and women had comparable ages and work experience.

The only exceptions were for researchers whose titles were neither director nor manager, who were under 50 years of age and who had one to five years of experience.

Women who fit that description had compensation levels slightly higher than comparable men.

NRC President Philip J. Vernon of the St. Petersburg (Fla.) Times and Evening Independent noted that the 1982 salary differential had lessened since a 1980 survey. □



ANPA's Thomas C. Fichter (third from right) conducts building tour for (from left) INCFO's Carlson, John H. O'Hearn, Kasabian, George D. Hutchison and Melvin Finch.

Controllers to move to Reston

The Institute of Newspaper Controllers and Finance Officers will locate its permanent headquarters at The Newspaper Center in Reston, Va., by Jan. 1, 1984.

That decision was announced following a February visit to the site by a committee of INCFO officers [presstime, Jan. 1983, p. 54]. The 1,100-member, nonprofit institute, founded in 1947, also will hire a professional, full-time staff for the first time when it moves to Reston.

Robert J. Kasabian, INCFO's director of publications and public relations, will assume a position in charge of the planned three-person Reston office later this year. Currently, INCFO has a contract for management services with a New Jersey management firm.

"We feel the move to The Newspaper Center will not only benefit the members of INCFO but will increase the contributions INCFO can make to the newspaper industry as a whole," said the organization's president, Jay A. Carlson, controller of the Newspaper Agency Corp. in Salt Lake City.

ANPA Executive Vice President and General Manager Jerry W. Friedheim said, "We are very pleased to have an organization of INCFO's stature join ANPA and other newspaper associations at The Newspaper Center." INCFO will be the 12th newspaper organization to locate its headquarters at the Center in Reston. ☐

States News Service plans to shut down

A year after they purchased it, the owners have decided to close the financially ailing States News Service March 11. The service supplies 70 newspapers around the country with localized reporting from the Nation's Capital.

Pulitzer Publishing Co. of St. Louis and Indian Head Corp., a New York electronic data base publisher, cited continuing losses in their decision to shut down the operation.

However, Editor Leland J. Schwartz, who founded States News 10 years ago, said he hopes to salvage it. Steps that could be taken include reducing the 30-person staff by 50 percent; raising money from current clients; securing new clients; or finding "a new buyer with enough dollars to carry on the news service as always."

At the same time, Schwartz said about half of the reporting staff "want the thing shut down and the name buried. They feel if they are a shutdown refugee, there will be a sympathy factor out in the field *a la* The Washington Star."

L. Brewster Jackson, president of SNS Ventures, the holding company formed by Pulitzer and Indian Head to oversee the news service, said the company has "made inquiries" to potential buyers.

Pulitzer and Indian Head purchased the service a year ago after Schwartz filed for reorganization in bankruptcy [presstime, April 1982, p. 55]. ☐

Kruidenier replaces Cowles at Cowles

David Kruidenier, chairman and chief executive officer of the Des Moines (Iowa) Register and Tribune Co., has taken command of the Minneapolis-based Cowles Media Co.

David Kruidenier

He succeeded John Cowles Jr., who resigned as president and chief executive officer of Cowles Media and as publisher of the company's Minneapolis Star and Tribune. Cowles' resignation was forced by the company's board of directors. He had taken over as publisher of the paper only two months before his sudden departure in late January [presstime, Dec. 1982, p. 44]. ☐

Detroit Free Press plans afternoon street edition

The Detroit Free Press, a morning newspaper, will begin publishing an early edition for evening street sales beginning April 4.

David E. Munch, promotion/sales development manager, said despite some reports to the contrary, the move is not related to the entry of USA Today into the Detroit market. He also said it is not a move toward all-day publication. The Detroit News is all-day. ☐

Recent acquisitions

Ingersoll Publications Co., Sharon, Conn., acquired The Terre Haute (Ind.) Star and Tribune, combined morning and evening circulation 42,491.

Howard Publications, Oceanside, Calif., is acquiring two Iowa dailies: the Waterloo Courier, circulation 52,054, and The Record of Cedar Falls, circulation 4,341.

Stauffer Communications Inc., Topeka, Kan., acquired The Daily Ardmoreite, Ardmore, Okla., circulation 13,338.

Thomson Newspapers Inc., Des Plaines, Ill., acquired the Waukesha (Wis.) Freeman, daily circulation 24,128, from the Des Moines Register & Tribune Co. ☐

Board, officer nominations set by panel

The ANPA Nominating Committee has announced its intention to nominate one new ANPA director and two new officers. The nominations will be made at the Association's annual business meeting April 26, during the 97th Annual ANPA Convention in New York City. Elections will follow at that meeting.

Donald E. Newhouse, president and general manager of The Star-Ledger in Newark, N.J., will be nominated for a two-year term on the Board of Directors. Newhouse, who has been publisher since 1966, is a trustee of Syracuse University, from which he graduated in 1951.

He would succeed Frank Daniels Jr., president and publisher of The News and Observer and The Raleigh (N.C.) Times.

Daniels is leaving the Board after completing the normal eight-year tenure. During that time, he also served as chairman and president of ANPA Foundation, and he chaired an action group that reviewed and revised the Association's dues structure.

Alvah H. Chapman Jr.

Robert G. Marbut

Daniels' departure leaves vacant the post of ANPA treasurer.

Alvah H. Chapman Jr., president and chief executive officer of Knight-Ridder Newspapers Inc. of Miami, who currently serves as secretary, will be nominated to be treasurer. Chapman, a director since 1977, has served on the Government Affairs Committee and as chairman and president of the Foundation.

Robert G. Marbut, chairman of the ANPA Telecommunications Strategy Group, will be nominated to succeed Chapman as secretary. Marbut, a director since 1976, is president and chief executive officer of Harte-Hanks Communications Inc. of San Antonio, Texas.

The Nominating Committee will renominate for a second year in their current officer positions Chairman and President William C. Marcil, president and publisher of The Forum, Fargo, N.D., and Vice Chairman Richard J.V. Johnson, president of the Houston Chronicle.

Immediate-past Chairman and President Katharine Graham, chairman of the board of The Washington Post Co., is expected to continue as chairman of the Executive Committee. That committee consists of Graham, the elected officers and Executive Vice President Jerry W. Friedheim.

Also at the business meeting, three directors whose two-year terms expire this year will be renominated for new terms. They are:

- Helen K. Copley, chairman and chief executive officer of The Copley Press Inc., La Jolla, Calif.
- Charles M. Meredith III, publisher of The Free Press, Quakertown, Pa.
- Lloyd G. Schermer, president of Lee Enterprises Inc., Davenport, Iowa.

Directors whose terms expire in 1984 are:

Marbut; Graham; Garner Anthony, chairman and chief executive officer of Cox Enterprises Inc., Atlanta; Frank A. Bennack Jr., president and chief executive officer of The Hearst Corp., New York City; William H. Cowles 3rd, publisher and president, The Spokesman-Review and Spokane (Wash.) Chronicle.

Also, Robert F. Erburu, president and chief executive officer of The Times Mirror Co., Los Angeles; Edward W. Estlow, president and chief executive officer of the E.W. Scripps Co., Cincinnati; Jacques-G. Francoeur, president of UniMedia Inc., Montreal.

Also, Edwin L. Heminger, editor and publisher of The Courier, Findlay, Ohio; John B. Lake, publisher and executive vice president of the Times Publishing Co., St. Petersburg, Fla.; K. Prescott Low, president and publisher of The Patriot Ledger, Quincy, Mass.

Also, Warren H. Phillips, chairman and chief executive officer of The Wall Street Journal, New York; Donald N. Soldwedel, president and publisher of The Yuma (Ariz.) Daily Sun; Arthur Ochs Sulzberger, chairman of The New York Times Co. and publisher of The New York Times; and George W. Wilson, publisher of the Concord (N.H.) Monitor. ☐

Mondale, Bolger join Convention program

As the March 15 deadline approaches, registration for the 97th Annual ANPA Convention is "running strong," according to ANPA Senior Vice President and Deputy General Manager Thomas C. Fichter.

Former Vice President Walter F. Mondale and Postmaster General William F. Bolger have accepted invitations to appear during the April 25-27 Convention at The Waldorf-Astoria in New York City. Mondale will speak at the UPI Luncheon on Tuesday, and Bolger will address an ANPA general session, according to Convention Arrangements Committee Chairman Ray Shaw, president of Dow Jones & Co. Inc.

Mondale and Bolger join a previously announced roster of expected speakers that includes President Reagan; Sen. Daniel P. Moynihan (D-N.Y.); New York Mayor Edward I. Koch; John Naisbitt, author of *Megatrends Affecting Our Future*; and Clarence Thomas, chairman of the Equal Employment Opportunity Commission.

Walter F. Mondale

William F. Bolger

Fichter said some New York City tours are filled—there are waiting lists—and new events have been added to the schedule. Macy's department store is sponsoring a Sunday brunch April 24. Also, the Monday morning address by Mayor Koch will be preceded by a performance by the New York City Police Department Bagpipers.

A day-by-day Convention schedule will be published in the April issue of presstime. ☐

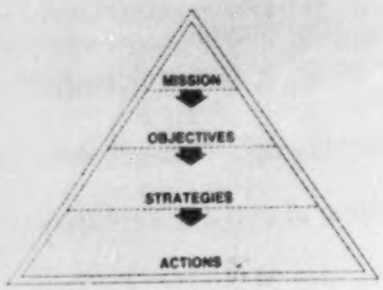
Members' comments invited

Board reaffirms mission statement, objectives

The ANPA Board of Directors has reaffirmed for the coming year the Association's mission statement and nine objectives.

Both the mission statement and the objectives, ranked in priority order, originally were announced in 1982 as part of ANPA's strategic-planning process adopted at that time [presstime, March 1982, p. 57].

ANPA PLANNING STRUCTURE



Members are invited to comment on the objectives and to offer suggestions on how they may best be implemented. A pull-out card is included in this edition of presstime to facilitate responses.

According to the mission statement, the Association seeks: "To advance the cause of a free press, and to ensure that it has the economic strength essential to serve the American people."

To carry out that mission, the nine objectives, in order of priority, are:

1. To represent the newspaper business in dealings with the government.
2. To assist newspapers in devising ways to expand their revenue base.
3. To monitor the development of new technologies and information media, assess their impact, and assist in formulating and implementing strategies to strengthen the competitive position of newspapers.
4. To stimulate and conduct research, and to collaborate with outside suppliers and serve as a catalyst in the development of new equipment and materials that will improve the production and distribution of newspapers.
5. To disseminate information to and about the newspaper business.
6. To work cooperatively with other associations representing all facets of the newspaper business.
7. To assist newspapers in better managing and developing their human resources.
8. To strengthen the Association and enhance its ability to serve its members.
9. To promote the ability of newspapers freely to cover, transmit and publish the news worldwide.

Suggestions on how to achieve those objectives will be discussed at the next ANPA Board meeting. ☐

ANPA: serving the membership

All about telecommunications

The ANPA Telecommunications Affairs Department has two major goals: to track the growing telecommunications industry and to alert publishers to new business opportunities in it.

Since it was established almost three years ago, the department has:

- Sponsored workshops and seminars on cable television, electronic publishing and low-power television
- Published original research on newspaper/cable ventures and low-power TV
- Fielded hundreds of queries from publishers trying to launch cable-TV services, videotex or teletext market tests, low-cost video production units, and other telecommunications ventures
- Launched an in-house telecommunications demonstration facility that will be fully operational in 1984
- Made presentations to numerous state press associations and other newspaper groups
- Supported the ANPA Telecommunications Committee and its special task forces.

The department and the Newspaper Advertising Bureau currently are conducting a joint survey of all newspapers' telecommunications interests and needs. And this month, ANPA will release the department's report on videotex projects here and abroad. ☐

This column reports on activities of individual ANPA departments.

New members

DAILY JOURNAL

Rockingham, N.C. (circulation 7,378). J. Neal Cadieu, publisher.

The Daily Standard

Sikeston, Mo. (circulation 10,848). Homer L. Stallings, publisher.

Lenoir News-Topic

Lenoir, N.C. (circulation 11,251). Lindsay B. Mount, publisher.

Florence Morning News

Florence, S.C. (circulation 32,967). Tenney S. Griffin, publisher.

STATE GAZETTE

Dyersburg, Tenn. (circulation 6,728). E. A. Nichols Jr., publisher.

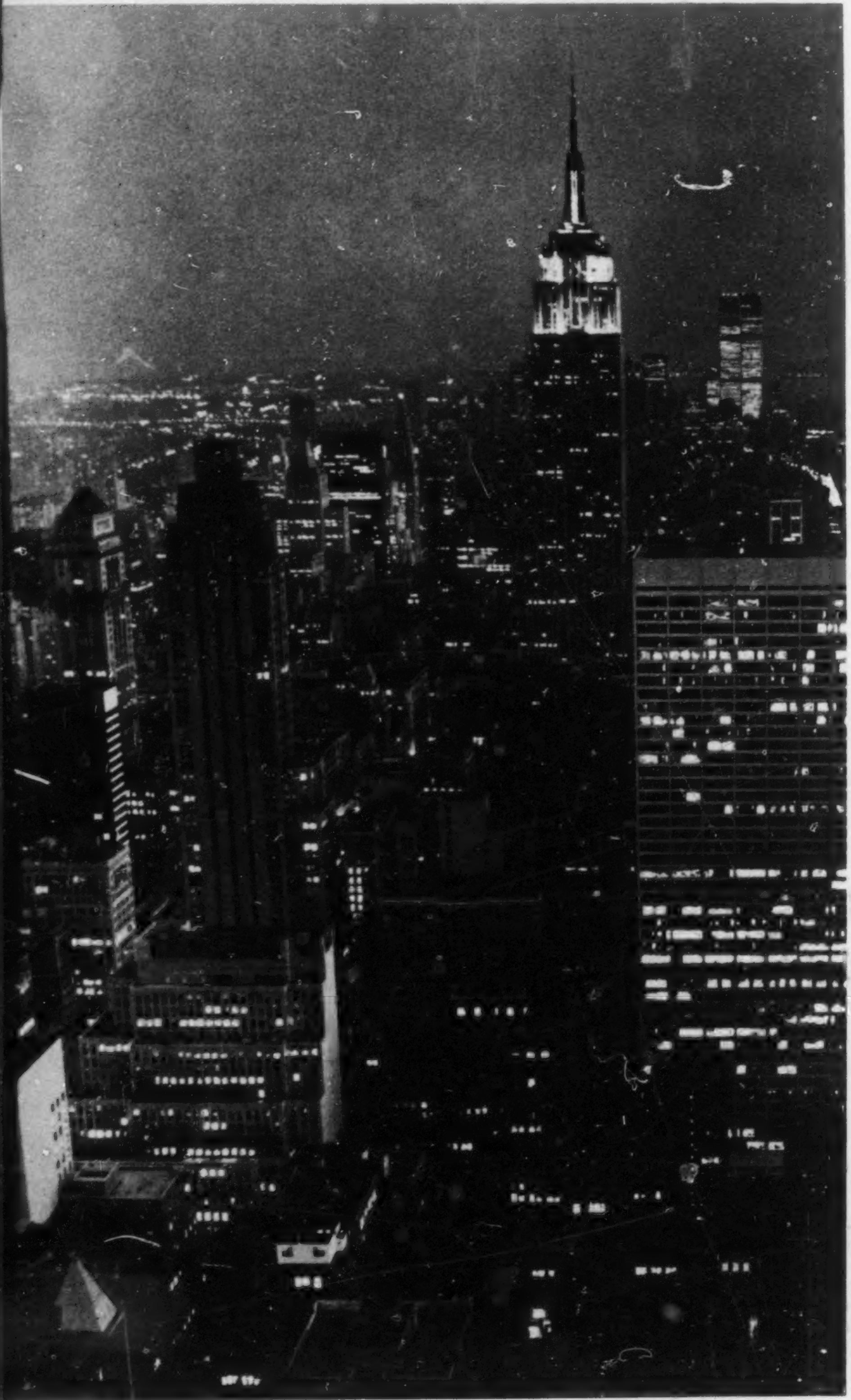
Kerrville Daily Times

Kerrville, Texas (circulation 7,052). William E. Dozier Jr., publisher.

ANPA promotes Bant

Bruce N. Bant, formerly special assistant to the general manager, has been named ANPA manager/Board of Directors office, Executive Vice President and General Manager Jerry W. Friedheim announced. In his new post, Bant will expedite and coordinate services for and liaison with the ANPA Officers, Directors and Executive Committee. ☐

97th Annual ANPA Convention



April 25-27
The Waldorf-Astoria
New York City

Convention Registration, Meal Function and Hotel Reservation Forms have been mailed. If you haven't received one, call ANPA at (703) 620-9500.

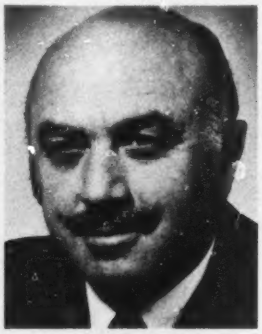
The Convention Arrangements Committee is developing an exciting program that will feature headliners—President Reagan and former Vice President Mondale are expected to be among them—plus nuts-and-bolts newspaper talk, presentations on electronic publishing and telecommunications, and panel discussions on other major topics.

Tours of New York City will be available.

Don't miss this annual highlight of the ANPA year.

Deadline for returning Convention forms is March 15!

speeches



Frank J. Savino

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

From the International Newspaper Advertising and Marketing Executive sales conference, Las Vegas, Nev., Jan. 23-26:

- **Newspapers '83: One Outlook.** Tom Johnson, publisher and chief executive officer, Los Angeles Times.
- **Standardization: Two Minute Warning.** Frank J. Savino, vice president, sales/marketing, The Record, Hackensack, N.J.
- **Mid-Life Crisis, Menopause and Mortality.** Michael Drexler, executive vice president, Doyle Dane Bernbach Inc. advertising agency, New York City.
- **How Can Newspapers Attract National Advertisers?** Walter M. Haimann, president, Seagram Distillers Co., New York City.

•••

Michael Drexler

- **Management Challenges Facing Production Managers in Non-union Operations.** John C. Ginn, publisher, Anderson (S.C.) Independent-Mail, and vice president, Harte-Hanks Communications Inc. Southern Newspaper Publishers Association annual convention, Boca Raton, Fla., Nov. 16.
- **The Changing Role of Editors.** Charles W. Bailey II, former editor, Minneapolis Star and Tribune. Minnesota Newspaper Foundation dinner, Minneapolis, Nov. 5.
- **Employment Comes From Customers.** Howard Hart, president, Canadian Pulp and Paper Association. CPPA annual meeting, Montreal, Feb. 4.
- **Regulation-Free Telecommunications: A Blueprint.** Mark S. Fowler, chairman, Federal Communications Commission. Communications Network 1983 Conference, New Orleans, Jan. 31.
- **Acceptance Speech for the Society of Professional Journalists, Sigma Delta Chi, First Amendment Award.** U.S. Sen. Patrick J. Leahy (D-Vt.). Washington, D.C., Jan. 27.

John C. Ginn

•••

From the Audit Bureau of Circulations annual conference, New York City, Nov. 9-11:

- **The Will to Win in the New Marketing Era.** A. Roy Megarry, publisher, The Globe and Mail, Toronto; Peter G. Diamandis, publisher, Woman's Day; John E. O'Toole, chairman, Foote, Cone & Belding Communications Inc., New York City.
- **Where is Newspaper Advertising Going in the Next Five Years?** Roy C. Follett, former president, Allentown (Pa.) Call-Chronicle; Leo L. Kubiet, advertising director, St. Petersburg (Fla.) Times and Evening Independent; Jack Cohen, vice president, director of print/outdoor media buying, Doyle Dane Bernbach Inc., New York City; C. D. Joseph Lafferty, executive vice president, director of planning and marketing, Branham Newspaper Sales, New York City; D. James Duffy, vice president, sales promotion, Allied Stores Corp., New York City.

Howard Hart

March

ANPA Government Affairs Committee meeting
Mayflower Hotel, Washington, D.C., March 8-9

ANPA Telecommunications Committee meeting
Capital Hilton Hotel, Washington, D.C., March 9-11

ANPA Conference for Newspaper Men and Women
Don CeSar Hotel, St. Petersburg, Fla., March 13-16

ANPA Labor and Personnel Relations Seminar
Drake Hotel, Chicago, March 20-23

ANPA International Newspaper Promotion Association Newspaper Executives Marketing Seminar
Woodlands Inn, Houston, March 20-26

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., March 21-25

ANPA/RI Newspaper Safety and Health Symposium
Holiday Inn, Fisherman's Wharf, San Francisco, March 24-25

ANPA Executive Committee meeting
The Washington Post Co., Washington, D.C., March 29

ANPA Foundation Newspaper in Education Committee meeting
Holiday Inn-Capitol, Washington, D.C., March 29

ANPA Foundation Newspaper in Education Conference
Holiday Inn-Capitol, Washington, D.C., March 30-April 1

April

ANPA ASNE APME Leadership in the Newsroom Workshop
Cathedral Hill Hotel, San Francisco, April 11-13

ANPA RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., April 11-15

ANPA RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., April 11-15

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, April 23

ANPA Foundation Board of Trustees meeting
The Waldorf-Astoria, New York City, April 23

ANPA Training Committee meeting
The Waldorf-Astoria, New York City, April 24

ANPA Labor and Personnel Relations Committee meeting
The Waldorf-Astoria, New York City, April 34

ANPA presstime Advisory Committee meeting
The Waldorf-Astoria, New York City, April 24

ANPA Annual Convention
The Waldorf-Astoria, New York City, April 25-27

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, April 27

ANPA Foundation Board of Trustees meeting
The Waldorf-Astoria, New York City, April 27

ANPA Foundation AEJMC Cooperative Committee on Journalism Education
The Waldorf-Astoria, New York City, April 28

May

ANPA Press Bar Relations Committee meeting
Los Angeles, May 5

ANPA American Bar Association Task Force meeting
Los Angeles, May 6

ANPA International Circulation Managers Association Newspaper Personnel Relations Association Circulation Managers Workshop
Stouffer's National Center Hotel, Arlington, Va., May 9-11

ANPA RI Advanced Offset Press Operations Seminar
ANPA Research Institute, Easton, Pa., May 9-13

Congressional Information
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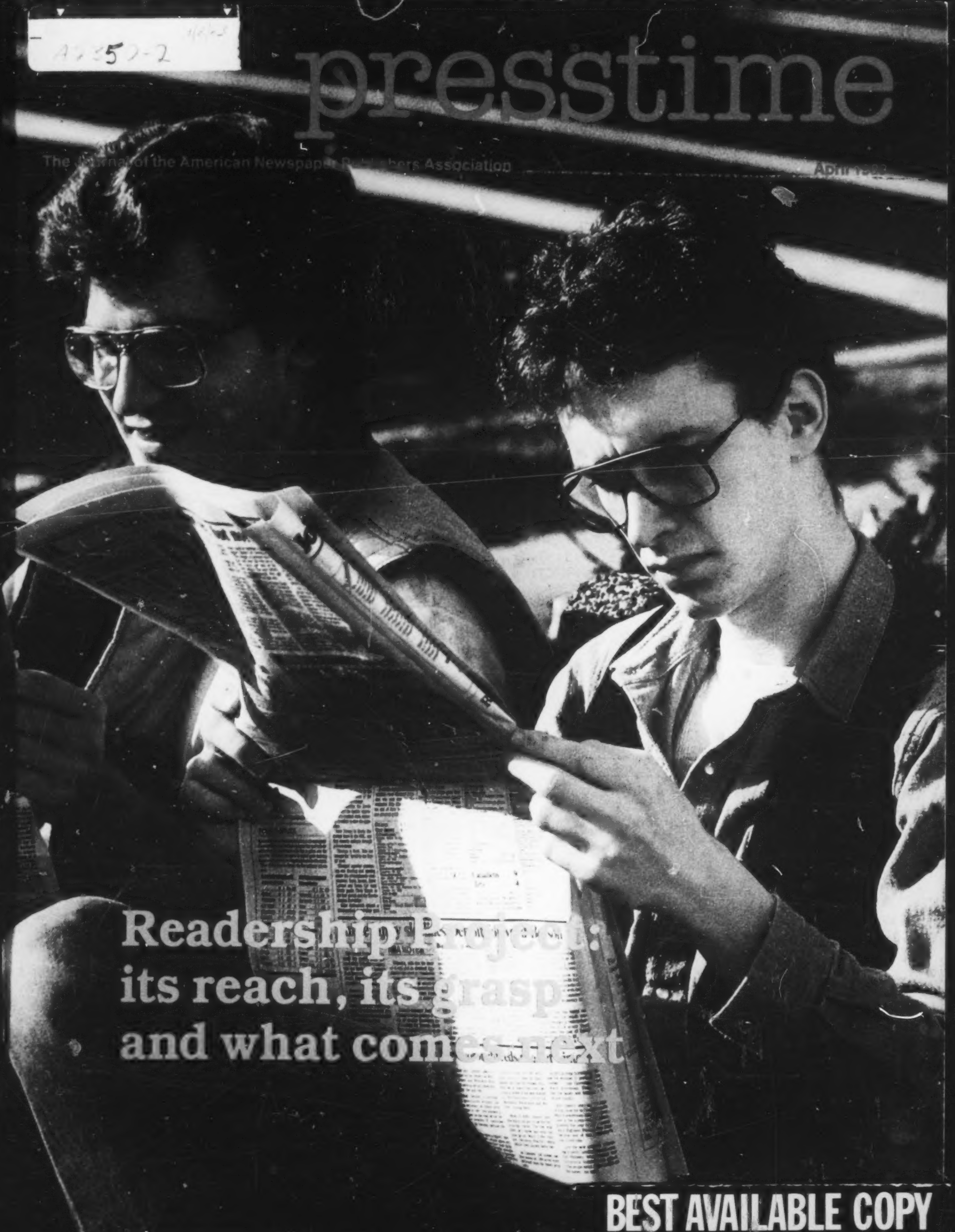
presstime

The Journal of the American Newspaper Publishers Association

April 1982



Readership Project: its reach, its grasp and what comes next

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chairman's corner

Newspapers need to review plan to expand SAU system

As the business reports for 1982 continue to come in, it appears that the newspaper business performed adequately in a difficult economic climate last year, but not as well as expected.

Circulation figures are not in yet. And in advertising, the picture is mixed at best. While preliminary reports indicate that ad expenditures in newspapers last year jumped nearly $1 billion to a record $18.3 billion, those early reports also indicate that newspapers' share of the total advertising pie dropped a full percentage point to 27.3.

William C. Marcil

In my view, the decline in the percentage of newspapers' share of advertising can be linked, in some degree, to the lack of voluntary, industry-wide standard of advertising formats and dimensions.

Ad agencies now count more than 400 column widths just among ROP sections of broadsheet dailies around the country. This not only creates great expense for extra production (which advertisers do not have to spend in other media) but creates a logistic quagmire that many agencies find difficult to handle. This is especially true with the current trend by advertisers to make their key marketing decisions—including ad buys—at a centralized national or regional office rather than at the local level.

For some time now, a Working Committee on Advertising Standards, headed by Walt Mattson, president and chief operating officer of The New York Times Co., has been developing a standardization program that might be adopted throughout the business.

The basic proposal is that newspapers voluntarily and acting individually adopt a standard column width, and that the depth of newspaper advertising be measured by the inch. The committee also is proposing that newspapers voluntarily adopt the standard format for rate cards and for Standard Rate & Data Inc. listings that has been recommended by the International Newspaper Advertising and Marketing Executives.

Recently, the Working Committee presented its proposals to the ANPA and Newspaper Advertising Bureau directors who subsequently distributed that proposal to you for your endorsement and/or comments. It's important that you carefully review the committee's recommendations and give us your reaction. The directors hope to decide this month on formal endorsement and implementation.

The lack of standard advertising formats and dimensions is a serious problem. With increased competition, the newspaper industry must become standardized in order to grow and remain competitive. The longer we delay in adopting a voluntary SAU system, the greater the consequence.

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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and what comes next

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Readership Project

Looking back and ahead after its six-year run

By Elise Burroughs
presstime staff writer

When the Newspaper Readership Project was proposed in 1976, virtually all elements of the daily newspaper business agreed that declining penetration and sagging readership were the major challenges.

When the $5-million project formally ends next month after a six-year run, readership will remain the newspaper business's chief concern. The problem has not been solved. But it is a dramatically changed newspaper business that will continue to grapple with the readership dilemma.

And much of the credit for that, supporters say, is due the Readership Project.

"A concept and a method of organizing all departments in support of readership and circulation goals have been developed and found effective through the Newspaper Readership Project," explains Robert L. Burke, ANPA vice president/industry and public affairs.

Executives say the Project has been a major factor in spurring cooperation among many previously contentious groups within the newspaper business. Although future efforts to boost readership will be carried on by individual newspapers and newspaper organizations, that spirit of cooperation will enhance those efforts and increase their chances of success.

It was not always thus.

Back in 1976, there was little agreement on what to do about the readership challenge. In fact, those involved with the Project say that psychological "walls" between departments made it very difficult for newspapers to attack the problem comprehensively.

"The advertising manager didn't ever stick his nose in the newsroom, and the circulation manager wasn't even known by the editor," recalls Joe D. Smith Jr., co-chairman of the Newspaper Readership Council, the governing body for the Project.

In measuring the achievements of the Project, participants stress such intangibles as the breaking down of psychological barriers, and such tangibles as improved, year-to-year circulation figures for three of the Project's first five years.

"I think every newspaper in North America that wanted to increase readership and circulation has been helped by the Project," says ANPA Chairman and President William C. Marcil, president and publisher of The Forum in Fargo, N.D.

After devastating plunges in 1974 and 1975, circulation appears to have stabilized nationally, although the percentage of *households* receiving a daily newspaper is still dropping.

Researchers working with project funds have studied intensively why people do or do not read newspapers, and what newspapers can do about it. The issue has turned out to be far more complex than anyone expected. "There is no simple di-

Readership Council co-chairmen Smith (left) and Silha (above) deliberate at a 1979 meeting also attended by ICMA's Harold A. Schwartz.

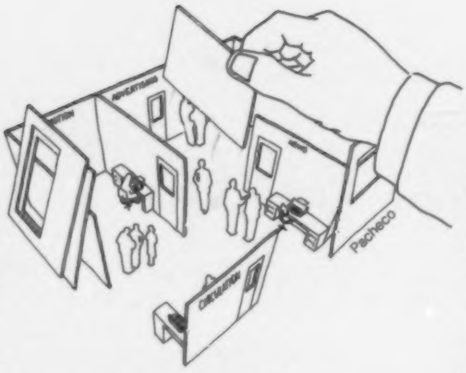
agnosis of our problem and no easy solution," says Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau.

But one commonly-agreed-upon answer is to pay more attention to the needs of readers. "The Project inspired a change in attitude and focus, and really enhanced our attention to our customers," says William H. Cowles 3rd, president and publisher of The Spokesman-Review and Spokane (Wash.) Chronicle, who was NAB chairman in 1978-80.

Thanks to the Readership Project, newspapers now have available such familiar aids as The Editors' Exchange newsletter published by the American Society of Newspaper Editors, ANPA Foundation's Newspaper in Education Field Services, the results of three circulation computer symposia and 60-plus research reports. The Project also has produced four circulation training booklets and other promotional, research and training materials, including 19 slide shows, four films and eight sets of promotional ads.

The national Project formally ends May 31, but some of its best-known efforts will continue. For the future:

- The Editors' Exchange and NIE Field Services have been funded through 1986.
- Materials developed through the Project will remain available to all newspapers from the Newspaper Advertising Bureau.
- The Readership and Marketing Committee of ANPA plans to continue to work with other newspaper associations in tackling future readership problems.



With such efforts, executives say, the NRP concept of a coordinated newspaper effort to win more readers will continue. "We have built bridges between the professional elements of the newspaper business," says Council Co-chairman Smith, publisher of the Alexandria (La.) Daily Town Talk. "We've torn down barriers and started dialogue in areas unheard of before."

Stormy background. When Smith, then chairman and president of ANPA, and Otto A. Silha, then chairman of the ad bureau, invited representatives from eight other newspaper organizations to a special meeting at Airlie House in Virginia's horse country in August 1976, no one was sure what the outcome would be.

The goals of the meeting—to review and coordinate research, training and marketing activities already being conducted and to consider possible additional ones—were universally viewed as laudable. However, many felt the narrowly focused attitudes of the invited newspaper organizations mirrored the tunnel vision present within a newspaper's various departments.

Newspaper people talked a good deal in those days about cooperation, both at their newspapers and within their respective associations, but executives recall it was mainly lip service.

"We had organizations needlessly duplicating services and pulling at cross-purposes," recalls Smith.

"There was no sense of mission," adds Silha, now chairman of the board of Cowles Media Co. in Minneapolis.

By the time the industry leaders met at Airlie House, many circulation executives already were using professional sales and marketing techniques, and beginning to balk at their traditional role as scapegoats for declines in readership.

"We felt that if we were getting the product into the homes for a three-month trial, and then people were not continuing to buy it, then there was probably something wrong with the product," recalls Joseph B. Forsee, who was president of the International Circulation Managers Association in 1976 and who now heads ICMA's staff as general manager.

Advertising experts, including NAB's Bogart, had been tracking newspapers' declining penetration of households with mounting alarm since the late 1960s. By 1976, advertisers themselves—especially the national retail chains—had begun moving their ad dollars to other media.

Faced with complaints and, in some markets, declining ROP linage, ad departments were turning to market research in the quest for information on why readers were no longer making newspapers a daily habit. "Without readership, you can't sell ads," Cowles of

CDNPA's Lewis D. Whitehead (left) ASNE's O'Neill (above) and NAB's Bogart (second from right) and Cowles engage in Council discussions.

Spokane notes.

But editors, while uneasy about circulation problems, were concentrating more on freedom of information and other philosophical issues. They tended to see little value in market research surveys, and they resisted the idea of listening to other departments' opinions on newspaper content. "Editors were afraid marketing folks were going to come in and tell them how to edit the paper," recalls ASNE President John C. Quinn, senior vice president and chief news executive for Gannett Co. Inc.

The isolation and mistrust extended to other newspaper departments at many dailies, executives say.

Promotion personnel, whose association had been pushing a "total newspaper" approach to newspaper marketing for years, routinely saw their promotion budgets sacrificed to the needs of other departments.

Financial officers, still reeling from a nationwide newsprint shortage and subsequent price increases, were focused on finding ways to afford offset presses, front-end systems and other new equipment. Much of this technology tied different departments closer together in producing a newspaper, yet each department still tended to see the process only from its own vantage point.

Reaching agreement. It was in this climate of institutional worry that the two-day meeting at Airlie House took place. In addition to ANPA and NAB, the 22 attendees represented the International Newspaper Advertising Executives (now International Newspaper Advertising and Marketing Executives), American Society of Newspaper Editors, International Circulation Managers Association, Associated Press, Associated Press Managing Editors Association, International Newspaper Promotion Association, American Press Institute and United Press International.

At the end of the two days, the chiefs of the various organizations found they agreed on the need for a cooperative approach to declining readership. Over the next few months, they won endorsement of the idea from their respective boards and executive committees.

The key, according to a number of participants, was the apparent willingness of publishers to address the problem. "NAB and ANPA have the onions," former editor Michael J. O'Neill recalls telling his ASNE colleagues.

In January 1977, the Project was formally launched under the umbrella of the Newspaper Readership Council. In addition to the 10 original Airlie House participants, the Council included representatives of the Association of Newspaper Classified Advertising Managers, the Institute of Newspaper Controllers and Finance Officers, the Newspaper Personnel Relations Association, the Newspaper Research Council, the Canadian Daily Newspaper Publishers Association and the National Newspaper Association.

The 16-member Council was considered too large to direct the Project efficiently on a regular basis, so a Steering Committee of representatives from ANPA, NAB, ICMA and ASNE was created. The other 12 organizations were represented on four working committees.

Financial support for the Project was solicited by Smith and Silha, who have served as Council co-chairmen from the beginning. Funds came from individual newspapers, newspaper groups and foundations. An estimated 900 newspapers representing a cross-section of the business made contributions.

The original, three-year Project raised $600,000 per year for a total of $1.8 million. In 1980, the Project was renewed for another three years at a level of $800,000 per year. Those funds later were bolstered by sales of project materials and interest on contributions. Part of the money was set aside to fund some activities beyond the formal end of the Project May 31 [presstime, Aug. 1981, p. 26].

In addition to monetary support from newspapers, Smith, Silha and Bogart made speeches, wrote letters and attended meetings all over the country drumming up support. Other association executives also helped publicize the Project, and ANPA and NAB provided coordination and other services by making available staff people for its activities.

The Project's four committees focused on research; promotion, including public relations and Newspaper in Education; training; and equipment and systems development.

Committee members were drawn from organizations that reflected each committee's specialties, but all committees also included representatives from the four associations on the Steering Committee.

Because editors, by design, had for years stayed farthest removed from the business side of newspapers, they were perhaps the most wary of the effort to increase intra-staff contact. Participants say placing editors on the Steering Committee and the other committees ensured their support and cooperation.

Eugene C. Patterson, president and editor of the St. Petersburg (Fla.) Times, says that during the Readership Project, for the first time in his career he saw editors and publishers replacing "frigid defiance" with cooperation. He called it "a healthy adjustment."

ANPA Foundation's Skover (left) and Mather confer on the program that puts newspapers into classrooms like the one shown on the facing page.

Research. Although ANPA had been sponsoring news research since the early 1960s and the Newspaper Advertising Bureau had been doing some broad research into reading habits for even longer, many details about readers' use of newspapers were unexplored territory.

The Project's Research Committee began working with the ANPA News Research Center at Syracuse University in planning and executing research studies. With NRP funds, the center has recently begun collecting, abstracting and synthesizing the results of more than 300 private and published studies conducted by individual newspapers.

The research published so far has uncovered frustratingly few differences in news interests between people who read the newspaper daily and people who read it only occasionally. "A paper designed to attract the infrequent reader would not contain any different mix of content than the papers you are producing now," NAB's Bogart recently told an editors' gathering.

In the research program, the Project relied heavily on NAB, which plunged in and rapidly surfaced with dozens of research reports, from "How the Public Gets Its News," a major 1977 study now being updated by the bureau, to more specific readership studies on children, senior citizens, women and blacks.

These quantitative reports, based on surveys of sample populations, yielded a wealth of new data and offered valuable insights to some newspaper executives.

But for many editors, those early research reports had one drawback: "Editors have a great deal of difficulty deciding what to do with national studies presented in terms of math and percentages," explains ASNE Project Director Lee Stinnett.

In response, and with the advice of Ruth Clark of the polling firm Yankelovich Skelly and White Inc., the editors proposed a "focus-group" approach—basing a study on face-to-face interviews with groups of readers.

One of the hallmarks of NRP committees, according to participants, was that members spoke their minds and debated strenuously the pros and cons of proposed activities. The Research Committee debates on ASNE's proposed study were among the most vigorous, editors recall. In the end, the proposal was approved with a simple majority of votes.

The resulting study, "Changing Needs of Changing Readers," was executed by Clark and released in 1979. It quickly became the most popular of all the research reports.

Clark says that the study didn't really have any new or surprising findings, but it had a lot of impact because it confirmed for editors what they already felt "in their hearts." The study indicated readers were frustrated by impersonal newspapers that did not seem to care very much about news that affected their everyday lives.

These findings, though, proved to be difficult to apply. For example, "Changing Needs of Changing Readers," like some other studies, reported that readers want their newspapers to provide more local news. But what readers mean by "local news" varies tremendously from community to community. While some editors rushed to assign reporters to church dinners and high school sports, others discovered their readers used "local news" to describe national education trends and other matters that they felt could touch them personally.

Clark hastens to say that any study like "Changing Needs . . ." should be further researched in local markets before its findings are used to make substantive changes in individual newspapers. She adds that the landmark study is four years old now, and findings that were true then may no longer be valid. As its title implies, readers do change.

In addition to designing and reviewing studies, ASNE, NAB, the Newspaper Research Council and the Readership Project Research Committee embarked on a series of regional editor-researcher workshops, designed to explain the uses and, more important, the limits of research. Since 1980, nine such workshops have been held for about 130 editors, and one more is planned for this year.

In part because of Project activities such as these, observers say, editors finally have accepted research as a necessary tool of the trade.

However, editors and researchers agree there still is much work to be done in helping editors understand how to apply research in their local markets.

"It's a tool, not a rule," Gannett's Quinn notes.

Promotion, PR and NIE. Two factors that NRP research turned up very quickly were that newspapers were not very good at publicizing themselves and their worth, and that they were not as appealing to youths and young adults as they were to older readers.

In response, the NRP's original Promotion Committee evolved into the Promotion/Public Relations/Newspaper in Education Committee.

Promotional activities included slide shows, advertising messages, booklets, and movies. Not all were well-received; one early movie, for instance, was criticized by many newspaper executives who felt its message—that newspapers are indispensable—was unclear. But nearly all of the other products gained wide acceptance.

Promotional activities generally emphasized how valuable the newspaper is to readers' lives, explains John E. Taylor, former president of INPA and marketing services manager of The Toronto Star. For example, advertising themes included "Don't You Hate Not Knowing" and "What's In It For Me?"

To expand ANPA Foundation's NIE activities, the project in 1977 began funding NIE Field Services. Linda B. Skover, now manager of educational services for ANPA Foundation, was hired as field services advisor to visit newspapers around the country setting up NIE programs, training teachers and demonstrating newspapers' usefulness in classrooms.

Since 1978, Skover and a second field services representative hired in 1980, Sandra F. Mather, have visited 183 newspapers in 49 states. They have conducted 73 teacher seminars and given 90 presentations at newspapers. A 1981 survey turned up 567 daily newspapers that reported having NIE programs, up from an estimated 300 in 1976.

The Project also funded ads, slide shows and a $50,000 research effort for the NIE program.

Training. Because most of the organizations already had been looking into long-term needs, a consensus on training priorities crystalized quickly, notes Malcolm F. Mallette, director of development for the American Press Institute. The circulation department was judged to be most in need of attention, and a stream of booklets, slide shows, recruitment ads, research reports and other activities began pouring forth.

They dealt with youth and adult carriers, district managers, telephone sales, apartment deliveries, single-copy sales, management, promotion, legal issues and how to "Stop the Stops," as one popular pamphlet was named. Some represented activities initiated by ICMA, but the Readership Project's budget and NAB's creative expertise raised circulation training to unprecedented levels.

Eventually, NAB moved from just providing materials to offering circulation training directly to newspaper district managers.

Newspaper Readership Council leaders say the contacts and cooperation established by the Project have helped carry over into other efforts. "There has been a greater cross-pollination of program participation," notes Uzal H. Martz Jr., president and publisher and the Pottsville (Pa.) Republican.

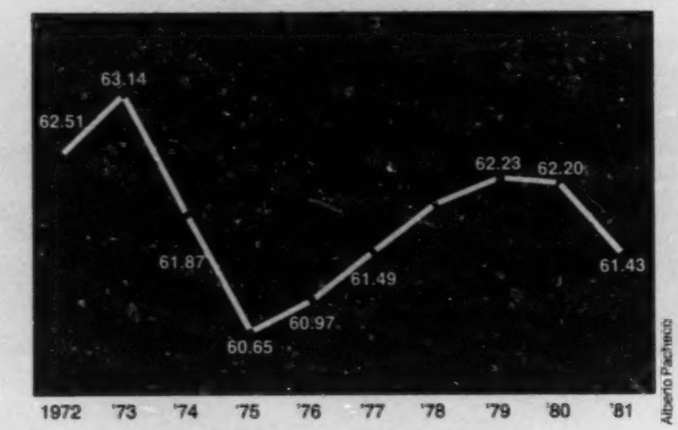
For example, ICMA, ANPA, INPA and NPRA have jointly sponsored 10 Circulation Managers Workshops since 1979. And the Empire State College program offering a business degree in circulation management, which will begin classes in May, was a long-sought but elusive ICMA goal until a boost provided in part by the NRP got it moving.

Equipment and systems. Distribution and other post-press operations also became the focus of the Equipment/Systems Development Committee, says Kenneth R. Todd, circulation manager of the Indianapolis Star and News.

Especially for many metro dailies, improved delivery of newspapers had been hampered by a general lack of subscriber information or of effective control of such information; by the lack of a low-cost, reliable, single-copy vending machine; and by the lack of an on-line inserter that could keep up with top press speeds.

The subscriber-information problem got its solution in the development of computerized circulation systems. Today, a ma-

U.S. daily newspaper circulation (1972-81)
(Millions of copies sold each weekday)



Source: Editor & Publisher Year Book

Alberto Pacheco

Project provided unprecedented training for circulation staff.

jority of newspapers report they either have or plan to install computers to handle many circulation functions [presstime, Dec. 1982, p. 28]. However, the committee found that more basic research is needed before newspapers will get more efficient vending machines or on-line inserters.

Other activities. The committees' work notwithstanding, one of the Project's most important efforts was to extend the concept of interdepartmental cooperation from the national organizations to individual newspapers. Newspapers were urged to set up their own readership committees to explore problems in particular departments and to devise team solutions.

By 1978, more than 300 newspapers, most of them larger metro dailies, claimed to have readership committees.

However, a recent, informal presstime survey found few survivors. "These things go in cycles," Toronto's Taylor notes.

At many newspapers, the readership committee was superseded by a marketing committee or management team. Publishers elsewhere report that department heads are meeting regularly and dealing with problems on a joint basis without any formal committee title. They say such gatherings are responsible for vast changes in their newspapers, including brighter graphics and headlines, new sections, classified ad sales campaigns, and the smooth introduction of new technology.

NAB's Bogart says the fading of the formal readership committee movement is one of his few disappointments with the Project, but others express satisfaction that the concept of a cooperative effort for marketing newspapers seems to have achieved a permanent place in the newspaper business.

Future. Opinions are divided on whether the Readership Project as an identifiable entity should be allowed to lapse.

Founders Smith and Silha say they always viewed the Project as a temporary "crash program" that would serve its purpose and then shut down. "No one wanted another (permanent) organization with officers, staff, etc.," NAB's Bogart explains

But some editors believe the Project may have been put to bed a little too early. "It was a very good idea, and I'm disappointed that the industry sort of walked away from it," says William F. Hornby, vice president and editor of The Denver Post and president of ASNE in 1979-80.

Others point out that awareness of the Newspaper Readership Project never filtered down to all levels of newspaper organizations, and many in the business still are unaware of the plethora of materials available from it. The editor of one major metropolitan daily says his newspaper had very little contact with the NRP, adding, "I don't think it had any direct influence in getting closer to readers."

However, the Project's influence is expected to be felt for some time as activities that took root with the Project are being cultivated by individual associations.

ICMA continues to expand its training programs, for example, and INPA is increasing its range of publications on promotion and research. Emboldened by its Readership Project experience, ASNE has commissioned some major research studies and plans more in the future.

What virtually everyone agrees on is that the concept of cooperation and coordination that has grown up among various elements of the newspaper business must endure. "The good working relationships established among the various newspaper disciplines will continue to bear fruit for years to come," says Jerry W. Friedheim, ANPA executive vice president and general manager.

For instance, a growing number of newspaper organizations, including ICMA, INPA, ASNE, the Society of Newspaper Design and most recently INCFO, have decided to locate their headquarters at ANPA's Newspaper Center building at Reston, Va. There was a time when they would not have ventured that close to what one editor called the "lions' den" of publishers.

Newspaper organizations continue to cooperate in staging seminars, and officers from different associations regularly pop up on the agenda of each other's meetings and conventions. As for the Readership Council, it has not met since the spring of 1982, but individual members are expected to continue to cooperate with ANPA's Readership and Marketing Committee.

Executives note that while readership remains the number one challenge facing newspapers, other tough problems such as direct mail and electronic competition also call for coordinated efforts.

Interestingly, broadcasters currently find themselves in a situation similar to that of newspapers a few years ago. At the same time that the cost of broadcast advertising continues to climb, network audiences appear to be shrinking as viewers tune to independent stations, public television and cable channels. The National Association of Broadcasters, for the first time, is conducting in-home interviews on why people do or do not watch television, and how they feel about the medium.

Could it be the beginning of a "Television Viewership Project"? Turnabout, publishers might say, is fair play. ☐

Tips on how to keep the newspaper readership effort going

While the national Newspaper Readership Project is coming to an end, the struggle to build readership continues at the local level. Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, urges individual publishers to take these steps to meet the needs of readers.

- Keep a readership committee going, or start one if none exists, and give it "full encouragement"
- Use the tools produced by the Project, and adapt them to local needs
- Give the circulation department support to improve the quality and skills of its staff
- Set up a computer system to handle subscriber and nonsubscriber information
- Sustain an active Newspaper in Education program
- Promote the newspaper as vigorously as television promotes itself both in its own medium and in newspapers
- Use survey research to keep abreast of what readers and nonreaders are concerned about and what they think of the newspaper
- Print as much news as the newspaper can afford. Encourage editors to experiment to produce the best paper possible.

(For more of Bogart's views, see the **essay,** p. 31.) ☐

OSHA issues scaled-down noise regulation

The Occupational Safety and Health Administration has issued the final version of its hearing conservation regulation to take effect April 7.

OSHA said the rule, an amendment to its workplace noise standard, will save employers $81.4 million over the original version issued more than two years ago. It mandates a hearing conservation program, utilizing hearing protectors and training, for workers exposed to an eight-hour, time-weighted average noise level at or exceeding 85 decibels.

Experts at the ANPA Research Institute said the amendment would affect nearly all newspapers, especially in pressrooms. But they said it is not significantly different from a scaled-down version of the original rule that took effect Aug. 22, 1981 [presstime, Oct. 1981, p. 12].

The most noteworthy changes from the August 1981 version involve a new deadline for baseline audiograms, a change in the time period within which new employees must undergo initial audiometric testing and a new definition of the change in an employee's hearing that will trigger follow-up procedures.

The rule sets a March 1, 1984, deadline for baseline audiograms to be completed. Those taken before the effective date of the amendment will be acceptable if the professional responsible for the testing program determines they are valid.

It also extends the period within which new employees or those transferred into a hearing conservation program area must have baseline audiograms from four months after initial exposure to six months.

The wording of the circumstance that will trigger follow-up procedures after employees' annual audiometric testing has been changed from occurrence of a "significant" threshold shift in hearing to occurrence of a "standard" threshold shift. The rule includes a definition of "standard."

ANPA/RI Coordinator of Operations George Cashau said OSHA generally is "on the right track" with the final rule. "A great many of the questionable sections that were stayed in the original January 1981 version have been effectively clarified or deleted," he said.

However, Cashau said he still has a few concerns about the final rule.

One involves remonitoring employee noise exposures. The final rule fails to establish a remonitoring timetable and indicates that remonitoring is required whenever a change occurs that increases noise exposures to the extent that existing hearing protection provisions no longer are adequate. Cashau noted that many newspapers annually undergo a series of small changes in their production methods and equipment that affect noise exposures.

He said OSHA further "clouds" the issue by continuing to require that noise exposure records be maintained for a two-year period. This, he said, "seems to imply" that OSHA considers a two-year remonitoring cycle to be best. Cashau said he strongly recommends newspapers establish a formal remonitoring timetable.

Another concern Cashau has is with noise monitoring methods. He advises newspapers against monitoring an area instead of individuals.

He also recommends against using hearing protectors to provide employees with part of the required quiet time before hearing tests.

Cashau said a synopsis of the final rule as it applies to newspapers is being written by ANPA/RI personnel. For a copy, or for further information, contact Richard Neergaard, assistant environmental coordinator at ANPA/RI, Easton, Pa. □

Packwood-supported foundation wants full free-speech rights for broadcasters

A nonprofit foundation to push for full free-speech rights for the electronic media is scheduled to open an office in Washington, D.C., April 4.

The Freedom of Expression Foundation Inc. was founded by Sen. Bob Packwood (R-Ore.), chairman of the Senate Committee on Commerce, Science and Transportation. Packwood has proposed a constitutional amendment to guarantee freedom of expression to the electronic media.

The foundation's president is Craig Smith, who was deputy director of the National Republican Senatorial Committee, which Packwood chaired in 1981-82.

The foundation was incorporated last December and began fund raising in February. It has a projected annual budget of more than half a million dollars.

According to a fact sheet, its short-term goals include the publication of a newsletter and the operation of a research subsidiary.

In the long term, the foundation's goals are to: "raise awareness among broadcasters, publishers and those involved with the electronic media about the issues surrounding deregulation of the electronic media, coalesce editorial and other support behind deregulation, support legislation for the deregulation of electronic media, call (a) conference for the writing of a constitutional amendment which will extend First Amendment rights to the electronic media, pass the amendment through the Congress and achieve ratification of the amendment by the states."

In late March, Smith said members of the foundation, which is established as a trade association, included the National Association of Broadcasters and the National Cable Television Association. Its dues structure places annual dues for large trade associations at $3,000; for individual newspapers at from $50 to $500, based on circulation; and for publishing groups at $2,500.

Smith said AT&T had given a start-up grant of $25,000 to the foundation's research subsidiary, the Education and Research Fund. He also said the research fund had received "endorsements and pledges of support from various labor unions and corporations," including Times Mirror Co., GTE Corp., United Telecommunications Inc., RCA Corp. and Communications Satellite Corp.

A policy advisory board is being formed for the foundation and a research board for the research fund. Those who already have agreed to serve on the policy advisory board, according to Smith, are AT&T Chairman Charles L. Brown, NAB President Edward O. Fritts and NCTA President Thomas E. Wheeler. □

Senate panel to hear bills altering FOIA

Hearings on two proposals to change the Freedom of Information Act are expected to be held this month by the Senate Judiciary Committee's Subcommittee on the Constitution.

One proposal, S 774, was introduced March 11 by Subcommittee Chairman Orrin G. Hatch (R-Utah). It is virtually identical to legislation approved by the committee in the last Congress but never considered by the Senate.

When the committee approved the bill last year, press organizations said it preserved the "core" of the FOIA and was preferable to a bill drafted earlier by Hatch's subcommittee and to a proposal by the Reagan administration [presstime, June 1982, p. 10].

The second bill is being prepared by another committee member, Patrick J. Leahy (D-Vt.). He outlined the scope of his proposal Jan. 27 when he received the First Amendment award of the Society of Professional Journalists, Sigma Delta Chi.

His bill, he said, would curb the practice of FOIA amendments being attached to other types of legislation, blunt some of the effects of a 1982 presidential order—strongly criticized by press groups—on the classification of government documents, and strengthen the fee-waiver standard for members of the news media and others.

Meanwhile, the chairman of a key House subcommittee has taken issue with recent Justice Department guidelines on when federal government divisions should waive those FOIA search and duplication fees [presstime, Feb. 1983, p. 11].

"It appears the Justice Department selected its guidance from cases and pieces of cases chosen to provide as many different reasons for denying fee waivers as possible and to make the consideration of fee waiver requests as complex as possible," said Rep. Glenn English (D-Okla.).

His comments came in a Feb. 22 letter sent to the heads of all federal departments and agencies. English said it was intended to point out the shortcomings of the Justice guidance and to "indicate strong congressional support for a generous fee-waiver policy."

English, whose Government Information, Justice and Agriculture Subcommittee has jurisdiction over the FOIA, proposed a method of dealing with requests from the press for fee waivers: "Information provided to the press as part of newsgathering benefits the general public, and the press is entitled to a fee waiver." ☐

Sen. Bill Bradley (D-N.J.) (left) shakes hands with Vice Chairman George W. Wilson of the ANPA Government Affairs Committee following a speech to that group in Washington, D.C. Chairman K. Prescott Low (center) presided over the March 8-9 meeting, at which the FOIA was one of the topics for discussion.

Senate bill embodies some TLAG goals

A bill that would accomplish some of the legislative goals of the newspaper business' Tax Law Action Group has been introduced in the Senate.

The Family Business Preservation Act, S 594, is sponsored by Sens. David L. Boren (D-Okla.), David F. Durenberger (R-Minn.) and Strom Thurmond (R-S.C.).

"It embodies the principal aims of the Tax Law Action Group at this time, so we would be delighted to see it passed by Congress and signed into law," said action group Chairman Cecil B. Highland, president and general manager of the Clarksburg (W.Va.) Publishing Co.

The bill, introduced Feb. 24, is similar to one sponsored last year by Durenberger. It would permit family-owned businesses to accumulate after-tax earnings to redeem stock for estate tax payments without incurring the penalty tax on excess accumulations. And it would increase from 15 to 35 the maximum number of shareholders in a business qualified for extended time payment of estate taxes.

These changes had been identified by TLAG leaders in January as the group's top, near-term, legislative priorities [presstime, March 1983, p. 12].

Boren and Durenberger are members of the Senate Finance Committee where the bill is pending with no action scheduled. ☐

Cigarette ad bill considered

The Subcommittee on Health and the Environment of the House Energy and Commerce Committee held two days of hearings in March on a bill to replace the current warning message required in cigarette advertising with three different warnings that would appear on a rotating basis.

ANPA planned to submit comments in late March on the Comprehensive Smoking Prevention and Education Act, HR 1824, introduced by Subcommittee Chairman Henry A. Waxman (D-Calif.).

Last year, the panel considered a similar bill [presstime, May 1982, p. 36]. ☐

Hustler libel case accepted

Court rejects Providence ad case

The U.S. Supreme Court let stand a lower-court decision that the Providence (R.I.) Journal Co. violated antitrust law by refusing to accept certain advertising. The court also refused to hear three other press-related cases, but it accepted one dealing with a libel suit against Hustler magazine.

In the Providence case, the company had argued that the ruling by the 1st U.S. Circuit Court of Appeals was an infringement of its First Amendment rights.

The appellate court had held in *Home Placement Service v. Providence Journal Co.* that the newspaper company was wrong in not accepting advertising that offered, for a fee, a list of rental properties.

ANPA had urged the court to review the case. In a friend-of-the-court brief, the Association argued that the Providence newspapers' constitutional rights were not given adequate consideration.

The case was remanded to U.S. District Court in Providence for a determination of appropriate injunctive relief and for an assessment of damages and attorneys' fees.

In the Hustler case, a woman sued for libel because of photographs and comments about her that Hustler published.

Kathy Keeton, a corporate executive of Penthouse magazine, initially brought suit in Ohio, where Hustler is published, but her claim was dismissed because Ohio's statute of limitations had expired. She then brought suit in New Hampshire, the only state in which the statute of limitations had not expired.

The U.S. District Court in New Hampshire dismissed Keeton's claim. The 1st Circuit agreed with that decision. It said Hustler's relatively small presence in New Hampshire—its low circulation—is insufficient for prosecution of the suit.

However, the court added that "we do not decide that an out-of-state plaintiff can *never* sue an out-of-state publisher for damage inflicted when his publication is sent into" another state.

Hustler appealed to the Supreme Court.

Meanwhile, the Supreme Court rejected:

- A case in which the Columbia (Mo.) Daily Tribune and Columbia Missourian were found negligent for publishing the name and address of an abduction victim while her captor was still at large [presstime, Jan. 1983, p. 15].
- A $12-million libel case a Bethesda, Md., scientist filed against Penthouse. James Fitzgerald claimed a story about his testing the use of dolphins for military purposes was defamatory. A U.S. District Court judge had ruled, and a Court of Appeals had agreed, that Fitzgerald was a public figure and did not prove that Penthouse acted with actual malice.
- A former professional golfer's libel suit against United Press International. Now-retired Floyd Rood said UPI libeled him and acted with actual malice when it refused to correct an erroneous report. A lower court ruled in UPI's favor after Rood sued in August 1979. A Court of Appeals subsequently agreed.

Court briefs

A Los Angeles Superior Court judge **reversed her "default judgment"** against the Daily News of Los Angeles over former Iranian hostage Jerry Plotkin's libel suit. The judge said March 23 that two Daily News reporters would not have to reveal confidential sources. Their refusal to do so led to the judge's original order Dec. 17 [presstime, Feb. 1983, p. 14]. The Daily News had ordered its reporters to comply.

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The Maryland Court of Appeals, citing the First Amendment, upheld a lower court decision to reverse a trial judge who had **closed pretrial proceedings** in a rape case [presstime, March 1983, p. 18].

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The 5th U.S. Circuit Court of Appeals has decided to let its full, 13-judge panel decide the **constitutionality of a liquor advertising ban** in Mississippi. The north and south regions of the circuit had issued conflicting opinions on the topic in two separate cases.

Media ask for cameras in federal courts

Twenty-eight media organizations including ANPA have asked the Judicial Conference of the United States to allow still photography and broadcast coverage in federal courtrooms.

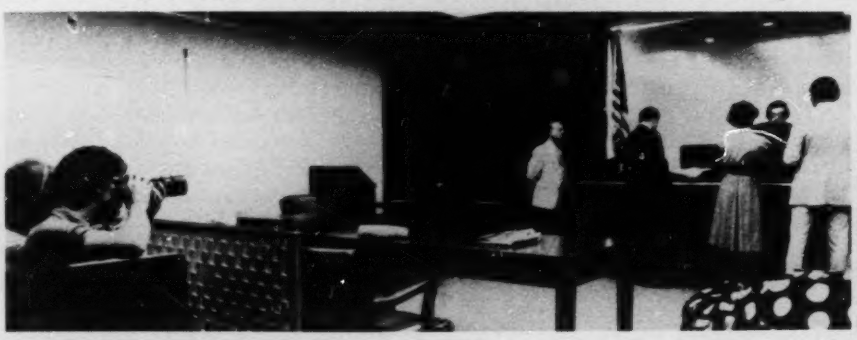
The change would affect both district courts and appeals courts.

In their petition filed March 8, the groups said they "hoped that favorable action on this petition would then lead to visual and aural coverage of (U.S.) Supreme Court proceedings."

The petition specifically asks for changes in the Code of Judicial Conduct and in the Federal Rules of Criminal Procedure, both of which prohibit cameras in the courtroom.

It urges the Judicial Conference to adopt uniform rules for photographic and electronic coverage, preferably following the standards established by the Florida state court system. Those standards are considered to be among the best of the approximately 40 states allowing cameras in their courtrooms either on a permanent or experimental basis.

The Judicial Conference is an organization of federal court judges who determine federal court rules and policy. The chairman is Chief Justice Warren E. Burger.



Fort Lauderdale News/Sun-Sentinel

About 40 states allow camera coverage in courtrooms.

Rate commission head urges return to postal power balance

The chairman of the Postal Rate Commission says the balance of power between the commission and the U.S. Postal Service Board of Governors must be "reestablished."

Addressing the 22nd Annual National Newspaper Association's Government Affairs Conference, Janet D. Steiger explained that the commission, an independent body within the executive branch, issues "recommended decisions" to the governors on postal rates and fees and mail classification changes.

Janet D. Steiger

The commission "limits to some extent" the "discretion of the . . . Postal Service to take advantage" of its letter-mail monopoly, she said.

But recent events have "raised questions about how much control or limitation over Postal Service discretion the commission really has," Steiger added, citing the last general rate case.

In that case, the governors lowered the recommended second-class rates and set higher, temporary, third-class rates. The third-class rate issue, which has been tossed back and forth between the commission and the governors and has been the subject of a court case, now is back before the commission (see story below).

"Although your group (NNA), basically second-class mailers, may have been helped by the current modification, I believe that in the long run you as consumers of mail services would be harmed by unfettered power given to the statutory monopoly," Steiger said.

Attendance at the March 9-12 conference in Washington, D.C., was 397, an increase over last year's 352 [presstime, April 1982, p. 15]. ☐

ANPA urges postal commission to reject compromise proposed for 3rd-class rates

A group of third-class mailers has proposed compromise third-class mail rates in an effort to end a standoff between the U.S. Postal Service Board of Governors and the independent Postal Rate Commission.

But in a brief filed with the commission March 14, ANPA recommended against those rates, saying they might result in a revenue shortfall for the USPS.

The Association again encouraged the commission to adopt as "permanent" the current rates that were implemented temporarily, until the standoff can be resolved.

A key element in third-class rates is the carrier-route, presort discount widely used by so-called "marriage mailers," who combine several pieces of mail, such as advertising flyers, into one mailing packet.

The current rate including discount is 7.9 cents per piece. The commission proposed a rate including discount of 7.1 cents, but the governors rejected it in February [presstime, March 1983, p. 14].

Since then, the third-class mailers have proposed a compromise rate of 7.4 cents. But ANPA warned that this rate would leave no margin to guard against a possible overstatement of cost savings from presorting the mail. ☐

In-county rates may rise

Postal rates for newspapers mailed in-county could increase up to 90 percent under President Reagan's proposed fiscal 1984 budget.

Reagan proposed to decrease postal funding from the current year's $789 million to $400 million. That amount would put an early end to the schedule of phased rate increases adopted by Congress in the 1970 Postal Reorganization Act [presstime, Feb. 1983, p. 21].

Jacquelyn Jackson, ANPA assistant manager/government affairs, noted, however, that in recent years administration postal budget requests have been increased by Congress. ☐

ICC votes to end boxcar regulation

The Interstate Commerce Commission March 3 decided by 3-2 to exempt from regulation rail rates on commodities—including newsprint—carried in boxcars by all U.S. railroads. The commission expects to issue a formal decision within 60 days.

The rate deregulation will become effective six months thereafter. Along with ending rate review, the ICC no longer will require railroads to file tariffs for those rates.

However, the American Paper Institute has challenged the ICC's decision in a suit before the U.S. Court of Appeals, District of Columbia Circuit. ANPA's Traffic Committee has the matter under consideration.

The commission actions came under terms of the Staggers Rail Act of 1980, which encourages elimination of regulation whenever it is not needed to prevent market abuses.

ANPA opposed boxcar regulation in March 1982. The Association's statement to the ICC [presstime, April 1982, p. 18] indicated that some regulation is needed to protect the shipping public from the possibility of unjustified higher rates, less service and discrimination. ☐

Greyhound seeks cuts in bus service to states

Greyhound Lines Inc. wants to abandon more than 1,300 stops and a number of routes in the United States.

As part of that program it has asked the New York State Department of Transportation to allow discontinuance of bus service to 37 communities in that state, and it plans to seek similar permission in Virginia.

Provisions of the federal Bus Regulatory Act of 1982 provide for substantial deregulation of the nation's intercity bus industry. Under the new act, if a state fails to grant a carrier's request for cessation of service, the company may appeal to the ICC.

ANPA's Newsprint/Traffic Department suggests that circulation departments that use bus transportation for newspaper distribution consult with bus companies on any changes that might affect subscribers [presstime, Nov. 1982, p. 41]. ☐

New opportunities opening for MDS technology

By Kathleen Criner

In the alphabet soup of telecommunications technologies, a system called MDS is destined, according to some analysts, to play a major role in providing video and business information services in the 1980s.

MDS—multipoint distribution system—is a microwave communications service used primarily for the distribution of pay television services.

However, changes in the technology and regulation of it are opening new service and market possibilities. These changes are likely to result in greater competition from MDS, as a provider of entertainment programming, for technologies such as cable and direct broadcast satellite [presstime, March 1983, p. 19]. In addition, the changes allow electronic publishers to transmit information over an MDS channel.

MDS was created in 1962 when the Federal Communications Commission allocated spectrum in the 2 gigahertz band. Initially conceived as a system for data communications, it was given only a limited bandwidth. The market for data communications failed to develop as projected, and few MDS systems were built in the 1960s.

This changed in 1970 when the FCC responded to a petition by Varian Associates, an MDS equipment manufacturer, to increase the MDS bandwidth to accommodate a color television signal. Two years later, the FCC began allowing two video channels per market for MDS. The rush was on.

Today there are about 85 MDS systems serving a half million subscribers. An additional 119 carriers are licensed but not operating, and 147 have obtained construction permits.

The technology. A typical MDS system consists of a fixed station transmitting 10 to 100 watts over a radius of 15 to 40 miles, with the range depending on the transmitter power and the path between the transmitter and the receivers. MDS requires line-of-sight, which means buildings, trees and other objects can disrupt the signal.

For reception, a special parabolic or horn antenna is needed, along with a "downconverter" that converts the microwave signal to a certain frequency to produce intelligible voice, picture or message on the proper terminal (television, audio speaker, teletype, etc.). A descrambler or decoder to prevent unauthorized reception is sometimes required.

When the signal is being transmitted to a school, apartment or office building, a master antenna or local cable system can be used to carry the signal to individual rooms.

"Addressible" decoders—that is, decoders that would allow programming to be delivered to select subscribers—are now being tested. Addressible decoders would allow MDS operators to offer pay-per-view or different levels of services to subscribers. While this equipment is more costly, it could also bring in more revenue.

Regulation. Because MDS was conceived originally as a business communication service, it is regulated as a common carrier. Hence, the MDS operator cannot be involved in programming (except to the extent of providing studio facilities to program suppliers).

The MDS operator owns the transmitter, while the program supplier provides the subscriber antenna and downconverter, collects revenues, and handles billings.

The MDS operator is required to provide service to anyone on a non-discriminatory basis. There are no cross-ownership restrictions.

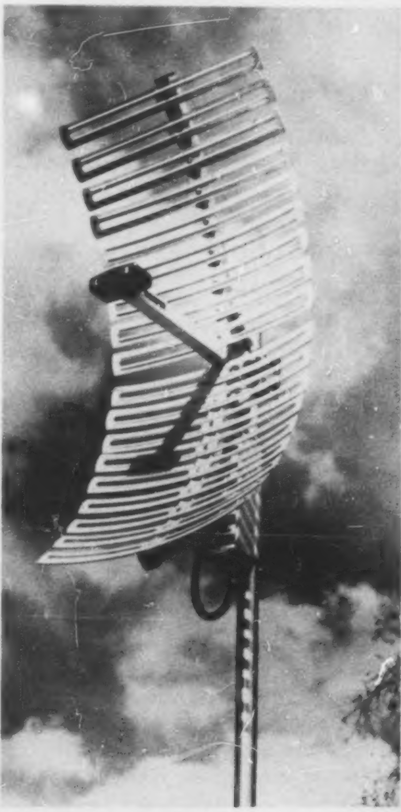
However, the MDS operator is not subject to content regulations or to local regulation such as the franchise required for cable operators.

One major regulatory issue is the handling of new licenses. Most operating MDS systems have only one channel per market. Currently, there are hundreds of applications pending at the FCC for the second MDS channel allowed in each market. Some are competing applications. The FCC traditionally handles these applications through the comparative hearing process, which is lengthy and costly. A rulemaking to expedite the process through "paper hearings" or lotteries is under consideration.

In addition, several proposals have recommended that channels currently used for a broadcast education service (Instructional Television Fixed Service) be reallocated for MDS. Most of these channels are not now being used. However, educational authorities argue that equipment costs are dropping and that more of these channels will be used in the future. The FCC opened an inquiry in March 1980 on this matter, but no decision has been made.

In the meantime, Channel-View Inc., an MDS operator, has been granted an experimental license for an eight-channel system in Salt Lake City. It is in operation.

CBS Inc. and Contemporary Communi-



Conifer Corp., Burlington, Iowa

MDS receiving antenna is used in conversion of microwave signal.

Criner is ANPA director/telecommunications affairs.

cations Corp. have proposed a multi-channel test in five major markets where CBS owns and operates affiliate stations. The CCC/CBS proposal indicates they could be operational within two years at a cost of $4.5 million for all five markets; annual operating costs have been put at $500,000.

Microband Corp. of America, the largest MDS operator, filed a major proposal in February 1982 for a service called Urbanet [presstime, April 1982, p. 21]. Microband proposed a five-channel service in the top 50 markets.

A major feature of Urbanet would be the use of multi-channel capacity in conjunction with telephone return circuits to provide two-way interactive services such as teleshopping, electronic publishing, security, energy management and banking. Microband is owned by Tymnet, a packet-switch network that could provide a low-cost telephone alternative to American Bell.

Market environment. Although originally envisioned as a non-entertainment communications service, the current mainstay of the MDS industry is the delivery of pay-television programming. The prime-time viewing hours of MDS facilities generally are being leased by pay-TV marketers who assemble program packages or contract with services such as Time Inc.'s Home Box Office and Group W's Showtime.

MDS has been particularly successful in serving apartment buildings, hotels or motels, and urban areas where cable franchises have not been awarded. MDS could provide local programming or services designed to meet local needs, but to date, few of them have. Microband has tested and encouraged formation of national MDS networks that would offer specially produced programming.

Customers pay an average of $16 a month for a single channel MDS service. Microband estimates subscribers would pay between $20-$25 for five-to-six channel services.

A number of cable operators also are MDS operators, among them Cox Broadcasting, ATC and Group W. Because MDS can be quite successful in unwired-for-cable markets by "cream-skimming" high-density places such as apartment buildings, some cable operators have begun to install MDS systems where they have just been awarded franchises to protect their market.

Meanwhile, as the cost for MDS equipment declines, it is increasingly feasible to offer the service to private homes.

The cost of head-end and subscriber equipment averages less than $150,000 for a single-channel service and under $1 million for a multi-channel service with satellite programming. Much of the cost is in subscriber equipment; it can range from $150 for a simple decoder to $200-$300 for an addressible decoder plus installation.

A break-even point for an MDS system is estimated to be around 5,000 to 6,000 subscribers.

Future development. Authorization of a multi-channel service will be critical to the development of MDS. There also is a critical "window" for MDS: Authorization of a multi-channel service must occur before direct broadcast satellite services develop and before the remaining urban markets get cable.

MDS generally is perceived as a strong competitor to DBS, subscription television (STV) and, to a lesser extent, cable. A study by Browne, Bortz & Coddington for the National Cable Television Association estimated that most consumer demand for broadcast programming could be met with five channels. DBS systems are proposing to offer five channels, but their per-subscriber costs are estimated to be in the $300-$500 range as compared to the $175-$200 range for MDS.

An MDS operator also could offer services tailored to local requirement, whereas a DBS operator could not. And it will be several years before DBS is operational.

The lower investment and operating costs for MDS gives it an edge over an STV operation with costs of more than $1 million per year.

The study also suggested MDS could be a competitor to cable but primarily in markets not served by cable. However, it said a multi-channel MDS system could retain 15-30 percent of its subscriber base even in competition with a cable system. MDS may also be able to retain its prime market—apartment building subscribers—by offering apartment building managers a higher percentage on revenues than cable operators currently offer.

MDS and cable, unlike DBS and STV, also have the potential to offer two-way data services. Cable's rate of penetration might give it an advantage over MDS for home services, whereas MDS might better lend itself to business services. In both cases, MDS and cable could become alternative local distribution systems for electronic publishers.

MDS, like DBS, appears likely to have its prime impact as a vehicle for distribution of pay entertainment programming, and its chances for greatest success appear to be in urban areas. However, FCC authorization of multi-channels in the next two years will be critical.

For publishers, MDS offers few direct opportunities now except as a separate investment. However, should multi-channel, two-way services evolve, MDS could be a distributor of electronic publishing services to consumers or to businesses. □

Telecommunications notes

The Washington Post Co. announced Feb. 25 it had agreed to purchase interests in two ventures producing regional sports programming for cable and pay television. It will acquire about 50 percent of SportsChannel Associates, a New York-area sports network, and about 25 percent of New England SportsChannel.

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Madison Newspapers Inc., publisher of the Wisconsin State Journal and The Capital Times, early this month will begin a nine-month, **call-in information test** service for sports and financial news and other special information to be updated several times a day. The services will be similar to "Dial-It" services started by AT&T and some of its local operating companies.

Users of the system will be billed on their monthly telephone statements. Madison Newspapers will receive gross revenues for the information calls and pay Wisconsin Telephone for the billing service.

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J.C. Penney Co. Inc. has signed a letter of intent to acquire the experimental **telephone-based videotex system "First Hand"** from First Bank System Inc. of Minneapolis and may expand the system nationwide [presstime, May 1982, p. 34]. □

SAT-FAX receiver built in Japan

Japanese manufacturer Matsushita Graphic Communication Systems Inc. has built a newspaper facsimile receiver to specifications developed for the former SAT-FAX Project for satellite delivery of newspaper advertising.

In 1981, the U.S. newspaper business' SAT-FAX Project Management Group recommended against building a satellite delivery system. Such a system was not economically viable, the group concluded, but it was technically feasible, with its practicality depending on development of a new type of facsimile machine [presstime, Oct. 1981, p. 22].

William D. Rinehart, ANPA vice president/technical, who went to Japan in January and saw the receiver in operation, told the ANPA Telecommunications Committee in March that it was an "excellent piece of machinery."

The receiver already is Matsushita's most successful product, he said, and is being used by Japanese publishers to receive copy at remote printing plants and to generate fully paginated pages. He said there is a two-to-three year order backlog for the receiver.

According to Rinehart, negotiations are going on between Matsushita and some U.S. companies. He did not identify the companies beyond saying they currently are involved in the reproduction and distribution of newspaper advertising. He said the U.S. price of the receiver would be $50,000 to $60,000.

Kansas daily drops cable lease project as losses exceed $100,000 in 14 months

After losing more than $100,000, The Daily News of Johnson County, Kan., has gotten out of the business of programming on its leased cable TV channel.

Editor and Publisher John T. Marshall said the channel was shut down in January after 14 months of operation. It offered classified and display advertising, a 15-minute video newscast starting at 6 p.m. daily, video coverage of local sports events, motion pictures, and, from 9 p.m. to 9 a.m., text news.

"A big part" of the reason for the channel's failure was the bad economic climate, Marshall said. Late 1981 was "a terrible, terrible time to begin a project like that, although I don't think we realized it."

Another problem, he said, was the high level of media competition in the market.

Besides the financial losses, Marshall said operating the channel had become "too great a drain" on the staff of the 10,500-circulation, Tuesday-through-Sunday paper in Olathe, Kan., 15 miles outside Kansas City, Mo. The newspaper could not afford to hire enough people to manage the channel adequately.

The channel had four full-time employees—two advertising salesmen, a production manager and a news anchor—and one part-time ad salesman. Another mistake, Marshall said, was to try to turn newspaper advertising salesmen into broadcast salesmen.

The paper built and equipped a studio at its plant. The capital investment in the project was about $50,000, said Marshall, who estimated the channel's losses to be between $110,000 and $120,000.

ANPA's Telecommunications Affairs Department staff could cite only one other case of a newspaper's leased cable channel going off the air. That was the channel operated by The Bay Reporter, a 5,400-circulation weekly in Coos Bay, Ore.

The channel ceased operations in June 1980 after a year and a half of programming. President William N. Grannell said poor economic conditions in the lumber and sawmill town forced the closing after it had sustained losses of more than $40,000. It had offered three video newscasts a day, coverage of local community college sports and text news from the Associated Press. ☐

Cable fees increase

An increase in the royalty fees paid by cable TV operators to import distant television signals took effect March 15.

The U.S. Court of Appeals for the District of Columbia Circuit March 14 turned down the request by the National Cable Television Association for another postponement, but NCTA's appeal of the increase is still pending. ☐

Half of dailies using or studying new technology

Nearly half of the daily newspapers in the United States and Canada are involved or considering getting involved in telecommunications, and the technologies attracting their attention are cable and low-power TV rather than videotex and teletext.

Those are some of the results emerging from the joint ANPA/Newspaper Advertising Bureau survey distributed in late January to all dailies in the two countries [presstime, Feb. 1983, p. 16].

By mid-March, nearly 1,050, or about 57 percent, of U.S. and Canadian dailies had responded.

The answers also showed a correlation between newspapers' circulation and their interest in new technologies—the greater the circulation the greater the interest.

When asked: "Are you considering, planning, participating in, or operating any kind of cable, teletext, videotex, or low-power TV venture?" 48 percent of the respondents answered "yes."

According to Charles M. Kinsolving Jr., NAB vice president marketing/new technology, 90 percent of newspapers with circulations over 500,000 and about 60 percent of newspapers with circulations between 50,000 and 500,000 answered "yes" to the question. "But even among the smallest circulation papers (those with less than 5,000 circulation) 41 out of 98 respondents, or over 40 percent, were interested in the potential of the new telecommunications modes," he said.

The ANPA Telecommunications Affairs Department also has been examining the returns. ANPA Director Telecommunications Affairs Kathleen Criner agreed that most respondents appear to be primarily interested in the proven technologies of cable television or low-power television. "Newer technologies such as videotex and teletext hold less appeal," she noted.

Among those indicating interest in videotex and teletext, she said, the interest appears to be evenly divided between the two.

Criner said ANPA and NAB will issue a report on the survey results later this month. ☐

Telcom panel suggests ANPA address privacy safeguards

The ANPA Telecommunications Committee turned its attention to privacy issues affecting new communications technology at its semiannual meeting March 9-11 in Washington, D.C.

Other items of business included: continued work on development of a position regarding content regulations, ramifications for newspapers from direct broadcast satellite service and the latest developments in the AT&T divestiture plan. Information also was presented on developments in hardware for possible transmission of advertising by satellite (see story, p. 16).

The Committee recommended to the ANPA Board of Directors that the Association be ready to lobby for changes in cable television legislation regarding privacy.

The Cable Telecommunications Act of 1983 (S 66), introduced by Sen. Barry Goldwater (R-Ariz.), includes some protections for consumers. The Committee said there also should be language in the bill to limit restrictions on the media's gathering of data.

The Committee also decided to work in conjunction with the ANPA Government Affairs and Press-Bar Relations committees to draft a position statement favoring abolition of the Federal Communications Commission's fairness doctrine and equal time rule.

That statement, which will include a position against mandatory access to cable channels, will be submitted to the ANPA Board of Directors. The Board in early February decided that ANPA will work for maximum freedom from regulation for all forms of media [presstime, March 1983, p. 13].

Earlier in the meeting, Sen. Bob Packwood (R-Ore.) told the publishers that for them to do anything less than call for repeal of broadcast content restrictions such as the fairness doctrine and equal time rule "demeans your profession." Packwood, chairman of the Senate Committee on Commerce, Science and Transportation, said he supports a legislative approach to repeal broadcast content restrictions, but he also continues to favor his proposal for a constitutional amendment to ensure freedom of expression for the electronic media (see related story, p. 10).

In other matters:

- The Committee recommended that ANPA urge the FCC to give newspapers priority treatment when they must shift microwave frequencies to make way for DBS [presstime, March 1983, p. 16]. The Association filed comments in late March reflecting such a position.

"The public's interest in reliable newspaper production will be served only if newspapers dependent upon microwave transmissions are not required to replace their existing systems and relocate to less suitable or reliable frequencies," the Association said.

- The Committee's Training Task Force reported that in mid-May it will hold a one-day working group session for newspaper companies with cable projects. The session will examine common problems and industry trends. Details will be announced.

- ANPA's outside communications counsel, Richard E. Wiley, said the local Bell operating companies to be divested under the 1982 AT&T antitrust consent decree are "trying to establish a lobbying presence in Washington." He thinks one of the first things they will do is try to get the prohibition against their doing electronic publishing lifted.

Ellen Sachar

The local companies were prohibited from electronic publishing for an indefinite period until their markets develop, which unlike AT&T, was given a specified minimum number of years to wait, seven.

Recent legal challenges to the consent decree were quashed Feb. 28 when the U.S. Supreme Court affirmed it with no comment.

- Media analyst Ellen Berland Sachar, vice president of the New York City-based investment banking firm Goldman, Sachs & Co., gave the Committee her views on the new technologies.

Sachar said she is not convinced the future of cable television lies in two-way transactional services because of the costs involved, is skeptical that there is a large market for DBS service, believes low-power television will be a limited business and expects that cellular radio will be a "very viable" business. ☐

International Subcommittee Chairman Joseph P. Rawley of The Enterprise, High Point, N.C., reports to the Telecommunications Committee. With him are ANPA International Representative Dan Biondi (left) and ANPA Manager/Government Affairs Martin Casey.

Press problems explored

State Dept. report recommends U.S. continue UNESCO funding

"UNESCO, to date, has debated but has not implemented policies or procedures of an anti-free press nature. There are at this time no grounds to withhold funding from UNESCO. . . . However, some programs continue to have a troublesome potential. Continued U.S. leadership is essential to ensure that the recent trend towards moderation within UNESCO continues."

That is the conclusion of the first U.S. State Department report to Congress on U.S. participation in the United Nations Educational, Scientific and Cultural Organization. The annual report was mandated by Congress as part of last year's State Department authorization bill.

Congress also requires that if UNESCO is found to have implemented policies that threaten a free press, the United States stop payments to the 36-year-old organization.

According to the two-part report, which was submitted Feb. 24, the United States is contributing 25 percent of UNESCO's 1981-83 budget of $625.4 million. Education and science sectors account for about 67 percent of the UNESCO budget, in contrast to the communications sector's share of about 3.7 percent ($23 million).

UNESCO's communications sector is made up of 85 professional and clerical staff members in two divisions.

One, the Division of Development of Communications Systems, is responsible for programs to improve communications in rural areas and, according to the report, is generally apolitical.

The other, the Division of Free Flow of Information, has undertaken some programs that "have been characterized by an implicit and at times explicit hostility to the Western independent press." These include a study on journalistic freedom and responsibility, touching on questions of professional ethics; a meeting on working conditions, which involved questions of journalists' accreditation; investigations into new "rights," including the right of reply to alleged misrepresentation in the press; and a study of public participation in the media, including a "right to access" that might promote government intrusion into media management and policy-setting.

Such matters are of "great concern to the U.S. government and U.S. private media representatives," the report noted. However, it added, at this point the "major impact of the programs, certainly, is in the realm of ideas. Individuals and governments are free to adopt, modify or ignore what they will of the findings."

To discourage UNESCO from pursuing policies inimical to a free press, the U.S. government plans to continue to support communications development plans for Third World countries. These include some programs sponsored by UNESCO's International Program for the Development of Communications. That approach has led UNESCO to soften recent communications proposals, the report noted.

However, not everyone agrees that cooperation is the best approach. William C. Heine, editor-in-chief of The London (Ontario) Free Press, believes the United States and Canada should refuse to fund any UNESCO communications initiatives.

"The Third World, funded in part by the Communist world, i.e., Russia, will still go ahead with IPDC," Heine said. "If Western funds are cut off, however, it will be seen for what it is, a propaganda vehicle endorsed by dictatorships, not by the free world."

George Beebe, vice chairman of the World Press Freedom Committee, said that while many newspaper people share Heine's apprehensions about UNESCO, the committee believes it is better to stay involved. The State Department report cited the vigilance of independent media groups, including the WPFC, in sending representatives to UNESCO meetings and advising the government.

"In this connection," the report said, "the May 1981 Talloires Declaration of Independent News Media serves as a clear statement of U.S. free press values [presstime, July 1981, p. 26]. Within UNESCO, the U.S. government will continue strongly to support the values set forth in the Talloires Declaration and to oppose vigorously communications activities in these areas which do not reflect U.S. interests and values." ☐

Kansas daily aids Uruguayan editor

A Kansas daily newspaper's editorial and letter-writing campaign apparently has helped win the release of an imprisoned Uruguayan journalist.

George Neavoll, editor of the editorial page for The Wichita Eagle-Beacon, outlined the plight of former editor Ismael Weinberger in several newspaper columns last year. He urged Kansans to write to Uruguayan authorities asking for the journalist's release, and about 100 readers did so.

Ismael Weinberger

Weinberger, 54, had been incarcerated since February 1976 for "attacking the constitution" and "subversive association." He was scheduled for release in February of this year, but the government told his family last December that he might be held longer because of unpaid bills. In Uruguay, prisoners must reimburse the government for the cost of their internment.

Following the appeals from the newspaper and its readers, Weinberger was released early, on Jan. 19. The Eagle-Beacon and other Kansas newspapers have made similar appeals in the past. In 1980, the newspaper helped secure the release of Paraguayan newspaper columnist Alcibiades Gonzalez Delvalle, who had been imprisoned in his country [presstime, Nov. 1980, p. 18].

Weinberger's release also was urged by other groups, including the New York City-based Committee to Protect Journalists; the Latin American Journalists Association; the international writers association, P.E.N.; the Wichita Chapter of Amnesty International; and the Mid Kansas Jewish Federation. ☐

Newspaper groups to discuss possible new role for the ABC

A discussion of possible changes in how daily newspaper circulation is reported by the Audit Bureau of Circulations will be the subject of an April 5 meeting of representatives from the ABC and 11 newspaper organizations.

The meeting was called by a joint task force of publishers from ANPA and the Newspaper Advertising Bureau following a Feb. 16 session with ABC directors. At that meeting in Palm Springs, Calif., a number of proposals for innovations in ABC reports were discussed.

Basically, the proposals call for a new role for the ABC. A working paper prepared for the April 5 meeting stated, "This new role will give the ABC an opportunity to relate its traditional and respected auditing functions to the changing and expanded marketing options of newspapers and the information needs of newspaper advertisers and advertising agencies."

But few of the ideas are totally new, according to publishers active in the audit bureau, and on many of the issues newspapers themselves still are divided.

Areas of concern include: whether the ABC should report newspaper audiences as well as circulation; verification of newspapers' total-market-coverage products; changing a rule that prohibits counting as paid circulation issues of a newspaper that publicize coupons worth more than 50 percent of the basic, single-copy price; and how to report bulk sales [presstime, March 1982, p. 39].

Task force Chairman John B. Lake of the Times Publishing Co., St. Petersburg, Fla., conceded that there is as yet no consensus within the newspaper business on these matters. "We couldn't even get a consensus from folks from the same newspaper," he said.

Nevertheless, as the move toward more elaborate marketing concepts spreads through the newspaper business, there will be agreement on a more flexible, "less governance" role for the ABC, the task force believes.

Lake said he hopes to forge some common goals at the April 5 meeting, win approval of those goals by the boards of NAB and ANPA at their meetings later this month (Lake serves on both boards) and have specific proposals ready for consideration at the ABC's annual meeting at Los Angeles in November.

Some doubt things can move that quickly. "These things have been vigorously debated by ABC a hundred times over the years," noted Sam D. Kennedy, chairman of the ABC Newspaper Committee and publisher of The Daily Herald in Columbia, Tenn.

Kennedy explained that in the past, many newspapers—especially larger ones—relied on their circulation and marketing directors to deal with the audit bureau. However, as newspapers expand their use of TMC and other marketing efforts, more publishers are becoming concerned with ABC limits on what may be reported and with what some perceive as outdated rules.

According to ABC sources, some advertisers and ad agencies want the ABC to continue to audit and verify only hard data. But Lake says the task force's proposals already have the support of key advertising representatives, and he expects to gain the support of others.

Besides representatives of ANPA, NAB and ABC, those invited to the April 5 meeting at The New York Times include officials of the National Newspaper Association, International Circulation Managers Association, International Newspaper Promotion Association, International Newspaper Advertising and Marketing Executives, Inland Daily Press Association, Southern Newspaper Publishers Association, New England Newspaper Association and Allied Daily Newspapers, as well as some members of the New York advertising community. ☐

Survey finds surge in TMC programs

A recent survey of North American daily newspapers has found that 73 percent now offer advertisers some form of total market coverage, up from 40 percent in 1979. The respondents indicated that within two years, 94 percent will have TMC programs.

The survey, which elicited 499 responses representing 590 newspapers, was conducted in January by Harry E. Coggins, director of alternative distribution for The Greenville (S.C.) News-Piedmont Co. It was funded by the International Circulation Managers Association, which had sponsored a similar survey in 1979.

Coggins said the survey indicates newspapers have made a major shift from carrier delivery of TMC products, which was the most common method four years ago, to mail delivery, currently used by 71 percent of the TMC-involved newspapers.

The survey also found 17 different ways of delivering TMC vehicles. Methods ranged from third-class mail to a combination of regular carriers, alternate-delivery carriers and an outside delivery service. Coggins said the "tremendous variety" suggests "that people are doing whatever is necessary in their markets."

TMC delivery has been aided by the "dramatic increase" in newspapers that have computerized subscriber/nonsubscriber lists, Coggins noted; 226 respondents, or about 45 percent, had them.

Of those that are delivering TMC products without computers, some had noncomputerized address lists while others used outside firms to provide labels or address lists. And 220 newspapers reported they had addresses coded to identify ZIP Codes.

The survey showed that there also has been an increase in the number of newspapers that offer delivery of non-newspaper products, although the number still is quite low. In 1979, six newspaper operations were experimenting with delivery of magazines and other non-newspaper products. In the recent survey, 19 newspapers said they make such deliveries.

Coggins noted that during the interval between the two surveys, a number of such plans were born but died, with inadequate planning a common reason for failure. Current programs are being more carefully integrated into overall delivery needs, he said.

The survey results will be discussed at the ICMA's Alternative Delivery Seminar May 18-29 in Nashville, Tenn. ☐

Statewide FOI councils resist local free-press infringements

By C. David Rambo
presstime staff writer

The city government of Payson, Ariz., and the Payson Sanitary District decided to form a municipal property corporation to aid in floating a construction bond. The joint organization considered itself a private organization. It held closed meetings, and its documents were not available to the public or press.

In frustration, The Payson Roundup, a 5,000-circulation weekly, called the Arizona First Amendment Coalition. Lawyers working for the coalition, who operate a free "hotline" for reporters and editors needing help with press-rights matters, sent the corporation a letter saying that Arizona law requires that its business be conducted in public. The corporation responded by opening its meetings and unsealing its documents.

The hotline is "a great benefit especially to a small paper like ours that doesn't really have the resources to fight things like this," says Editor Dave Maiden of the Roundup.

Bernie Wynn, political columnist of The Arizona Republic in Phoenix and an organizer of the coalition, said there were "86 cries for help" in its first year. About 60 percent were from small newspapers and broadcast media—many of which said they wouldn't have been fighting a freedom-of-information battle otherwise.

The 16-month-old Arizona coalition is one of 11 private organizations around the country operating on statewide bases to monitor free-speech issues.

Some systematically collect information and publish a newsletter. Others also give advice. The most active ones, like Arizona's, take on the added dimension of filing friend-of-the-court briefs, entering into lawsuits and lobbying for better state "sunshine" and other laws.

Many of the groups were formed as alliances between newspapers and broadcasters, with help from local chapters of the Society of Professional Journalists, Sigma Delta Chi, as well as state press associations and universities. The state coalitions operate independently of, yet in harmony with, the Reporters Committee for Freedom of the Press, the University of Missouri's Freedom of Information Center and other organizations monitoring the situation nationally.

With some exceptions, the state organizations operate on something akin to a hand-to-mouth basis, relying on contributions by media organizations, universities and others.

Following is a roundup of other states' FOI watchdogs:

- **Pennsylvania** First Amendment Coalition. Started four years ago, it also has lawyers on call to help with newspapers' and broadcasters' First Amendment problems.

Coalition Chairman John G. Craig Jr., editor of the Pittsburgh Post-Gazette, said the organization usually is involved in half a dozen cases at any given time.

Its activities currently include a lawsuit against the Pennsylvania Supreme Court because the court's Committee for Judicial Review—examining the conduct of state judges—has held private deliberations. Also at issue in the case are subpoenas issued to reporters for stories they had written involving the issues being deliberated.

- University of **Florida** Freedom of Information Clearing House. It was formed in 1977 to collect and disseminate FOI information. "Thousands of newspaper clippings, ranging in subject from violations of Florida's sunshine law to obscenity rulings in Florida courts," have been amassed, according to Ralph Lowenstein, dean of the university's College of Journalism and Communications.

The clearinghouse also publishes a newsletter 10 times a year.

A recent fund-raising effort produced a permanent endowment of $183,000. Contributors included the St. Petersburg Times, Media General Foundation, The New York Times Co. Foundation, Knight Foundation and Gannett Foundation.

- **Illinois** Freedom of Information Council. Organized about two and a half years ago by state journalism associations, it testifies on proposed legislation affecting the press and has used the services of a retired judge interested in press matters.

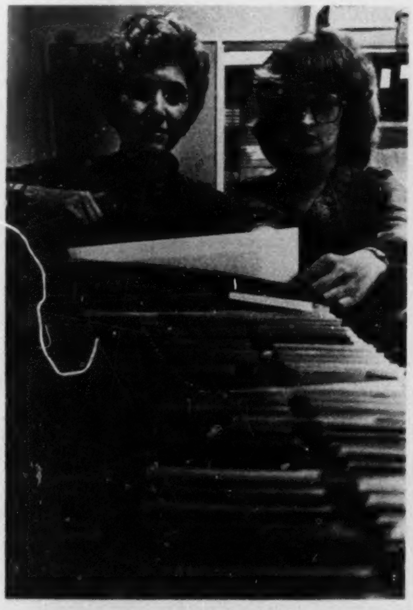
Chairman Bill Miller, professor of journalism at Sangamon State University in Springfield, says the council 14 months ago submitted a petition to the Illinois Supreme Court asking it to allow camera and broadcast courtroom coverage. A decision is pending.

The organization was the chief sponsor of the third Illinois First Amendment Conress held March 12 in Springfield.

- **California** Freedom of Information Committee. This 15-year-old organization is an "umbrella group" sponsored by the California Newspaper Publishers Association, California Broadcasters Association, and other organizations and individuals.

Chairman Reeve L. Hennion, general executive of United Press International's Pacific Division, says the committee lobbies, files friend-of-the-court briefs and "on a couple of occasions we have gone to court ourselves."

- **Minnesota** Joint Media Committee. Founder John R. Finnegan, vice president and editor of the St. Paul Dispatch, says



Professor Jo Anne Smith (left), director of the University of Florida's Freedom of Information Clearing House, and Carol Ashcraft, newsletter editor, check through files of newspaper clippings.

the committee was formed in 1974 to keep track of and safeguard against violations of press rights.

It was an offshoot of the National Joint Media Committee, a group that started meeting in the late 1950s to keep tabs on free-speech issues nationally.

- **Iowa** Freedom of Information Council. Now in its seventh year, the council "tries to explain what the options are . . . and avoid having people take risks," explains Executive Secretary Herbert Strentz, dean of Drake University's School of Journalism and Mass Communication. It relies heavily on attorneys of the Des Moines Register & Tribune Co.

The council has been designated by the Iowa Supreme Court to help administer procedures for photographic and broadcast coverage of state courtrooms. In conjunction with that, the council wrote a handbook on expanded courtroom coverage.

The organization also has written a handbook on the Iowa open meetings law and publishes a newsletter three or four times a year.

- **Wisconsin** Freedom of Information Council. President Robert H. Wills, editor of The Milwaukee Sentinel, says the five-year-old group of seven media organizations and three "public members" meets four to six times a year to discuss free-speech issues and to decide whether to take action in specific cases.

Action usually involves contacting public officials directly or filing friend-of-the-court briefs. For the latter, because of a limited budget, the council most often will "piggyback" onto a brief filed by another organization, Wills explains.

The council monitors legislation and now is trying to educate reporters and editors about Wisconsin's new open-records legislation.

There also is a three-year-old Wisconsin Freedom of Information Center at Marquette University's College of Journalism in Milwaukee. Director Warren G. Bovée, a journalism professor, says two graduate students do the day-to-day compiling of information. The center publishes the monthly "foi Newsletter," carrying news of the Wisconsin Freedom of Information Council and of general statewide FOI matters.

- **Texas** Freedom of Information Foundation. President Stanley L. Matthews, public affairs director of KERA-TV in Dallas, says the year-old organization of newspapers, broadcasters and other media interests so far has dealt with issues having an impact on Dallas-area media. But it has a three-year plan for implementing a statewide monitoring and legal-aid effort.

- **Alaska** Freedom of Information Task Force. Founder Dean M. Gottehrer, professor of journalism at the University of Alaska, says he provides information on free-press matters including closed meetings and sealed records.

The three-and-a-half-year-old organization lobbies and last year helped thwart legislation that would have made it a crime to publish the name of a victim or perpetrator of incest.

- The **Virginia** Freedom of Information Council. "I can't really say that the . . . council has been a success beyond our wildest hopes, but I think it has helped," says Executive Director Robert L. Hughes, assistant professor of communications at Virginia Commonwealth University in Richmond.

Hughes, an attorney, provides information, but not legal advice, over the phone. The council, which was established three years ago, also publishes a newsletter occasionally.

Hughes says the council tried to organize a clipping service on FOI matters but "frankly it didn't work as well as we'd hoped."

Now, such tracking efforts are pretty much an "ad hoc thing," he reports. ☐

Mid-April debut set for editors' magazine

The former editor and publisher of Call-Chronicle Newspapers of Allentown, Pa., and two other former newspaper editors have begun publication of a bimonthly magazine aimed at senior-level newspaper editors.

Edward D. Miller, editor of "Quote Unquote—The Editors' Magazine," said the first issue will be mailed the middle of this month to subscribers signed in a solicitation he is conducting personally. Yearly subscription price is $24.

Miller defines his market as a "small, select group of editors" who need more information than provided by Editor & Publisher magazine, The Bulletin of the American Society of Newspaper Editors, presstime and other newspaper-related publications. He does not see his magazine competing with them. "I'm not interested in rattling those cages," he said.

"Quote Unquote" will include such subjects as First Amendment law, newsroom management, stress and the future of United Press International. Articles will be written by free-lancers.

The magazine, initially with 48 pages, will be printed at a commercial plant in Pennsylvania.

It will not run advertising at the outset. But Miller said he will be selling some advertising this month and next for the September-October 1983 issue.

Although there will be no classifieds, there are plans to start an electronic classified system called "Job Bank." Editors and reporters looking for jobs will be able to file their resumes with the computerized service, and newspapers looking for employee candidates will ask Miller to search his machine's files for the best candidates. Miller then will send along copies of prospects' resumes.

A field test of the system will be started in May. If successful, the program may be up and running by the end of summer, Miller said.

Miller's partners are Jerry Bellune of Cherry Hill, N.J., editorial page editor of The Bulletin of Philadelphia before it folded, and Robert W. Lockwood of New Tripoli, Pa., a newspaper designer who also produces graphics for the Associated Press.

Miller said the partners, who will remain in their three separate locations and do business via computer links, are financing "Quote Unquote" independently. ☐

Design entries due May 6

Entries are due May 6 for the fourth annual Society of Newspaper Design competition. Only full-page tearsheets from newspapers and newspaper magazines published between May 2, 1982, and May 1, 1983, will be accepted.

The entry fee is $6 per submission. For more information, contact Michael Fox, Fourth Edition Design Competition, The Financial Post, P.O. Box 100, Station A, Toronto, Ontario, Canada, M5W 1A7; (416) 596-5620. ☐

New conflict arises

After the trial is over, are jurors fair game for press interviews?

By C. David Rambo
presstime staff writer

The American system of jurisprudence, as set forth in Article III of the Constitution, provides for trial by jury. The First Amendment, of course, provides for freedom of the press.

And in a few cases, judges have seen a conflict between those two constitutional principles: They have declared juries off-limits to reporters.

The cases are isolated, and media experts say there is no trend as yet. Nevertheless, newspapers have had to deal with these worrisome situations:

- A federal judge presiding over the trial of a man charged with murdering Judge John H. Wood Jr. of San Antonio, Texas, ordered the press to refrain from contacting jurors after the trial.

The San Antonio Express and News in January appealed that order to the 5th U.S. Circuit Court of Appeals, and the trial judge, who was a personal friend of the murdered Judge Wood, eventually backed off.

- A U.S. District Court in South Bend, Ind., last summer ordered that jurors may not talk about, or even be asked about, their acquittal of Joseph Paul Franklin, the man charged with shooting civil rights leader Vernon E. Jordan Jr. Judge Allen Sharp said he was trying to protect jurors' privacy rights and to guard against their being harassed.

"That was a little too much to take," said John J. Powers, managing editor of the South Bend Tribune. So the newspaper, joined by 13 other press organizations including ANPA, asked the 7th U.S. Circuit Court of Appeals to reverse the order.

Sharp subsequently changed his mind. He said his order "may arguably have conflicted with First Amendment values" [presstime, Oct. 1982, p. 19].

- Another, more unusual, case involves a contempt-of-court conviction against The Daily Camera of Boulder, Colo., for interviewing *prospective* jurors. The media by and large refrain from contacting jurors before a trial, but this was a special case, explains Daily Camera attorney Thomas B. Kelley.

He says each prospective juror was required to sit in front of a murder defendant and answer whether he or she could vote the death penalty. "The reporters were wondering whether they (the jurors) were intimidated" by that experience, Kelley says.

The background, the issues. The practice of interviewing jurors is an old one, common primarily in high-publicity cases and those in which the outcome is controversial.

Virtually all newspapers contacted in an informal presstime survey said they try to contact jurors after major trials, or would do so if warranted.

Only one newspaper executive expressed reservations about the practice. John H. McMillan, publisher of The Statesman-Journal in Salem, Ore., says contacting jurors is "rotten, lousy and stinky. . . . I personally think the jury system should remain sacrosanct" and that "jurors should be as insulated from as much potential pressure as they can be."

Nevertheless, reporters at his newspaper contact jurors if it is newsworthy to do so.

Some people outside journalism have been sharply critical of the practice. One of them is Cathy E. Bennett, a Houston psychologist who helps lawyers in the jury-selection process.

The fact that jurors might have to account publicly for their verdict adds pressure to the already emotionally trying experience of jury duty. "My sense is that

Judy Watson, The Orlando Sentinel

Some say that press questioning adds to the emotionally trying experience of jury duty.

(jurors) are supposed to be accountable to themselves," not to the press, she says.

Many defense attorneys, she adds, share her convictions.

However, Stuart L. Kadison, a Los Angeles attorney who is co-chairman of the ANPA/American Bar Association Task Force, says it would appear "our system is strong enough for jurors who want to say something, to say something." The task force, which monitors press/bar issues and problems, has not felt a need to discuss the practice of interviewing jurors.

Kadison, who specializes in civil antitrust matters, says, "Certainly, in a civil case, we couldn't care less" whether reporters ask jurors about their decisions.

John E. Ackerman, a Houston attorney and president of the National Association of Criminal Defense Lawyers, says there are many pressures—good and bad—that may have an effect on jurors, and the press is but one.

Media contact with jurors after trials may "create problems. But you don't throw out the First Amendment just because it creates problems," Ackerman says. "I just don't see any problems with this. If they (jurors) will talk to a reporter, let them talk."

Robert Stiff, editor of the Evening Independent of St. Petersburg, Fla., says, "It seems to me the pressure would be more on whether to send a person to the electric chair than having to face the press afterwards."

A unique story. These kinds of issues are secondary in the minds of most reporters, however. They are more concerned with getting the unique story that only jurors can tell.

"The possible yield is so high that you can't afford not to try and reach them," says James P. Dolan, executive editor of the San Antonio Express and News.

There are many important stories emanating from such work. After the lifting of the ban on interviewing jurors in the Wood murder case, the San Antonio Express and News learned that government prosecutors didn't come close to making a convincing case against convicted drug smuggler Jamiel "Jimmy" Chagra. One of the jurors told a reporter, "They did not present anything to make me think he had anything even remotely to do with it."

The Baltimore Sun and other newspapers found that one juror on the 12-member panel hearing former Maryland Gov. Marvin Mandel's trial for mail fraud was a holdout, causing the deliberations to last 13 days. Although the juror wavered in his explanations to reporters after the trial, it was fairly well-established that the man "through peer pressure decided to change his mind" and vote to convict, recalls Steven M. Luxenberg, metropolitan editor of The Sun in Baltimore.

The Washington Post found that jurors in the trial of John W. Hinckley Jr. did not fully understand their options in determining the guilt or innocence of the man who shot President Ronald Reagan.

"They didn't seem to understand they could hand down a mixed verdict" and not just an across-the-board "guilty" or "not guilty" by reason of insanity, says Post reporter Judith Valente. She was part of a team of reporters who interviewed the jurors after they acquitted Hinckley by reason of insanity.

Steven Brill, editor and publisher of The American Lawyer, reported he learned from interviewing jurors in a major 1982 libel case against The Washington Post that the jury did not understand its instructions before deliberations. It found for the plaintiff, Mobil Oil Co. President William P. Tavoulareas, and awarded him $2.05 million.

The Post is seeking to have the decision overturned or, in the alternative, to get a new trial [presstime, Sept. 1982, p. 14].

Editors and reporters say interviewing jurors will continue to be a staple of courts coverage when called for.

Yet they won't force the issue. "As long as we're not hounding them, I think it's OK," said Luxenberg of The Sun. "If somebody says, 'I just don't want to talk,' we don't press it." ☐

Design Society workshop scheduled for April 23-24

The Society of Newspaper Design and the University of Missouri School of Journalism will hold their third annual newspaper design workshop on the campus April 23-24.

Registration fee is $30 for professionals and $10 for students. For more information, contact Jay Anthony, University of Missouri School of Journalism, Box 838, Columbia, Mo. 65205; (314) 882-4714 or 882-3396. ☐

New technology has altered politics

The Communications Revolution in Politics, a compilation of studies by 17 experts, explores how technological advances in communications have changed politics and policy-making.

"The new methods of communication have altered, often radically, domestic and foreign policy decision-making. Political processes, and the substantive outcomes to which they lead, have been modified in ways that call for careful scrutiny," says Executive Director D. Lowell Harriss of the Academy of Political Science, which sponsored the project.

The 205-page paperback book was edited by Gerald Benjamin, professor of politcial science at the State University of New York College at New Paltz.

Topics include the rise of "technological politics," communications in government, and national defense and international relations.

The book is available from Capital City Press, Montpelier, Vt., for $6.95 a copy. ☐

A historical look at First Amendment

Shaping the First Amendment: The Development of Free Expression, explores the evolution of First Amendment law and theory by tracing the history of many controversies surrounding freedom of speech and press.

John D. Stevens, professor of communications at the University of Michigan, says his 158-page book is an "impressionistic sketch" of the development of First Amendment trends.

The book suggests, rather than defines, what free expression has meant in the United States by focusing on "shared interest or experiences of persons or groups, regardless of what kind of law they sought to enact or under which they were prosecuted," he says.

Chapters deal with ideologues, editors, "protectors," wars and new technologies that have shaped the First Amendment.

The book is available from Sage Publications Inc., 275 S. Beverly Drive, Beverly Hills, Calif. 90212, for $7.95 a copy. ☐

News research roundup

Teenagers report television is their primary news source, and most believe it to be the most accurate news medium. However, teens who are encouraged in school to read newspapers increase their belief in newspapers' accuracy and also score better on current events tests.

These were among the findings of a recent survey of 2,000 eighth- and 11th-grade students in four school districts. The survey queried students about state, national and international news, and it also asked about interests, habits and attitudes toward news media.

Boys listed sports as their number one interest both in television news and daily newspapers. Girls said comics were their favorite part of the newspaper, while human interest stories were preferred on television. Both sexes watched more local television news than national news.

"Teenage News Knowledge and Media Use," reported in the fall 1982 issue of the Newspaper Research Journal, was conducted by Associate Professor Dan B. Fleming and Professor Larry J. Weber of the College of Education at Virginia Polytechnic Institute and State University.

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A recent survey of 1,556 adults revealed 60.6 percent believe news media are **biased in their treatment of business news**. Respondents were evenly divided between those who thought news media favored business and those who thought media were biased against business.

Researchers from the University of Texas at Austin found attitudes toward business news were correlated with certain demographic characteristics. For example, men were more likely than women to perceive bias, and respondents in professional and managerial jobs were more likely to perceive negative bias than other groups.

To some degree, "bias is in the eyes of the beholder," said authors Robert Peterson, senior research fellow; George Kozmetsky, dean of the graduate school of business; and Isabella Cunningham, head of the advertising department.

"Perceptions of Media Bias Toward Business" was reported in the autumn 1982 issue of Journalism Quarterly. ☐

Small daily finds training effort smooths way for innovations

Most daily newspapers of less than 40,000 circulation don't have fulltime staff trainers, but that does not mean they have to ignore the possibility of improving management skills.

"Every newspaper in the United States is within the range of a good training facility," says Arthur Nelder Dawson, director of personnel and employee relations at the Alexandria (La.) Daily Town Talk (morning, 38,551).

The Town Talk used trainers from a Louisiana university to create a supervisory training program that Stephen E. Palmedo, ANPA manager of training services, describes as exemplary for a daily of its size. The initial training took place in 1981, but it still is paying dividends for the newspaper.

A. Nelder Dawson

Although the family-owned daily had no history of conflict between managers and employees, a 1980 attitude survey of its 175 workers turned up some disquieting news. The consulting firm Byron Harless, Reid and Associates Inc. of Jacksonville, Fla., which conducted the survey, found many employees reporting poor communications, unsatisfactory person-to-person relations with their bosses, and a lack of performance appraisal and goalsetting.

Newspaper executives regarded the results as especially worrisome because the newspaper was about to embark on two major projects: converting from evening to morning publication and moving into new offices. The newspaper decided that even though it had no history of in-house training programs, it needed to improve supervisors' skills before the stresses of those massive changes were added.

The Town Talk's Dawson began contacting Louisiana universities to see if their education and training experts could help the newspaper. He eventually settled on Louisiana Technical University in Ruston, about a two-hour drive from Alexandria. Although the school was neither the closest nor the largest one available, it had conducted some training for other Louisiana businesses and appeared willing to tailor a program to the newspaper's specific needs.

After consultation with Dawson and other newspaper managers, trainers from the university's continuing education department came up with a plan. The first step was a two-day overview for eight of the paper's top managers. They went over the survey results to ensure that everyone would be familiar with the rationale and goals of the training sessions.

Then actual training began. Seven sessions were held on consecutive Wednesdays in 1981. About 30 department heads and their assistants were involved.

Half of the group attended morning sessions at a local hotel, and half attended in the afternoon. In this way, the newspaper avoided having all supervisors gone at any one time.

Sessions covered the role of the supervisor in communications; motivation; giving counseling, discipline and direction; planning and decision-making; performance appraisal and goal-setting; managing time and stress; and leadership.

The university charged $1,600 for the two-day top management session and $3,000 for the supervisors' sessions. The only other costs were hotel room rental, sandwiches and soft drinks. About 1,000 hours of staff time were involved, including the time spent by supervisors in sessions.

Dawson says that a few individuals were somewhat negative about the need for the training, but the overwhelming majority welcomed it. "Most of the supervisory practices were things they already knew, but they needed to be reminded to put them into practice," Dawson explains.

The effort appears to have paid off— both the conversion and the move were accomplished with remarkable smoothness, Dawson says.

ANPA's Palmedo says there is no reason why other small newspapers could not have similar success. ☐

Seminars announced for second half of 1983

ANPA, through its Training Services Department, Labor and Personnel Relations Department, and Foundation, has announced seven training sessions to be held during the second half of 1983. Additional seminars and conferences, in areas such as telecommunications, technology and libel defense, are under consideration. Announcement of these sessions will be made at a later date.

Dates and brief descriptions of the announced sessions are listed below. More information and registration forms will be included in brochures to be mailed to the membership.

Labor Relations Seminar — Aug. 22-24, Washington, D.C.

Examines the latest technical changes, legislative activity and judicial decisions regarding labor negotiations; designed for both the relative newcomer and veteran employees. Experienced newspaper executives discuss preparation for negotiations, legal aspects of bargaining, pressroom manning developments, wages and fringe benefits, and recent court and National Labor Relations Board decisions. Other topics include technological development patterns resulting in elimination of jurisdiction, inter-union relationships and changes in union rules and regulations. Registration fee: $400.

Management Development Workshop — Sept. 12-16, Philadelphia

Develops the professional management skills of mid-level newspaper managers, new and experienced, from all newspaper departments. Instructors from the Human Resources Center of the University of Chicago lead sessions including role-play exercises and small work groups which examine leadership, communication, decision-making, questioning and listening techniques, motivation, problem-solving, training and coaching subordinates. Registration fee: $500 members, $600 nonmembers.

Leadership in the Newsroom Workshop — Oct. 3-5, Washington, D.C.

Develops the management skills of first-line and mid-level editors. Instructors from the Human Resources Center of the University of Chicago and participants examine communication skills, coaching and personnel development, motivation, problem-solving and decision-making. Cosponsored with the American Society of Newspaper Editors and the Associated Press Managing Editors Association. Registration fee: $400 members, $500 nonmembers.

The Dallas Morning News

Newspaper executives jammed 1982 "marriage mail" seminar.

NIE Instructor-Training Seminar — Oct. 5-8, Airlie, Va.

Focuses on teaching self-reliance in the use of newspapers as a teaching tool and studies a variety of workshop models to develop flexibility, creativity, effectiveness and confidence; designed to give Newspaper in Education managers and educators the ability to conduct more comprehensive workshops through positive motivation and a strong grasp of the NIE curriculum. The program will be conducted by Dr. Edward DeRoche, dean of the School of Education, University of San Diego, and Linda B. Skover, manager of educational services, ANPA Foundation. Registration fee to be announced.

Promotion Managers Workshop — Oct. 24-26, Chicago

Examines the job functions and the management skills needed by promotion managers; emphasizes communications and work relationships required to effectively manage projects involving several newspaper departments. Instructors from the Human Resources Center of the University of Chicago cover planning, leadership and motivation. Cosponsored with the International Newspaper Promotion Association. Registration fee: $400 members, $500 nonmembers.

Circulation Managers Workshop — Nov. 14-16, Chicago

Focuses on "people management" skills of circulation managers above the district manager/carrier supervisor level. Instructors from the Human Resources Center of the University of Chicago focus on leadership, communication, problem-solving and motivation. Cosponsored with the International Circulation Managers Association and the Newspaper Personnel Relations Association. Registration fee: $400 members, $500 nonmembers.

Advanced Labor Relations Seminar — Nov. 14-16, San Francisco

Designed as an in-depth work session for the veteran negotiator and chief operating officer, the seminar emphasizes the planning necessary for successful labor relations in a climate of intense media competition and ever-changing technology. Participants will share ideas and strategies that contribute to the vitality of the newspaper business, and they will select topics for penetrating discussions which may include pagination, elimination of costly practices, concession bargaining, negotiation of full flexibility, and the latest interpretations of rules, regulations and laws affecting labor policy. Registration fee to be announced.

For more information, contact Stephen E. Palmedo, manager/training services, ANPA, The Newspaper Center, Reston, Va. (703) 620-9500. ☐

BEST AVAILABLE COPY

Here's a catalog of programs to aid minorities

By Margaret Genovese
presstime staff writer

Last year, the American Society of Newspaper Editors' Minorities Committee concluded that the prospects for reaching ASNE's goal of minority parity in U.S. newsrooms by the year 2000 was "bleak." It said only a "major, organized national campaign" could change the outlook [presstime, June 1982, p. 20].

Has such a campaign begun? It appears not. But more attention has begun to be paid to the subject in the past year, says Judith D. Hines, vice president and director ANPA Foundation. If an organized national campaign were to be launched, Hines says, a necessary first step would be to assess what already is being done. The Foundation has taken that step and compiled the following catalog of minority programs:

Akron Beacon-Journal, 44 E. Exchange St., Akron, Ohio 44328. Conducts, along with Kent State University School of Journalism, a pilot junior high school newspaper program at a predominantly black junior high school in Akron.

Allied Daily Newspapers Foundation, P.O. Box 11410, Tacoma, Wash. 98411. Offers an $1,100 scholarship each year to a minority student who resides in or attends journalism school in the states of Washington, Oregon, Alaska, Idaho or Montana.

ANPA Foundation, The Newspaper Center, Reston, Va. Awards minority fellowships (18 this year) covering travel, lodging, meals and fees for attendance by practicing journalists or journalism educators at newspaper-related training seminars; has contributed to revising and reprinting a booklet published by Florida A&M University encouraging minority high school students to consider careers in the news media; contributed $2,000 in 1983 to the Institute for Journalism Education (see subsequent entry).

American Press Institute, 11690 Sunrise Valley Drive, Reston, Va. 22091. Provides two fellowships per year for minorities to attend API seminars, one of which is API's annual journalism educators seminar.

American Society of Newspaper Editors, P.O. Box 1007, Dulles International Airport, Washington, D.C. 20041. Sponsors Project Focus: Newspaper Opportunities for Minority Students, offering summer newspaper jobs to black and Hispanic college freshmen and sophomores; mini-sabbatical program, providing opportunity for minority journalism educators to work at newspapers; minority professional-in-residence program, sending minority professionals to speak to and work with minority journalism students; a survey of the number and status of minority employees at newspapers.

Asian American Journalists Association, 244 S. San Pedro St., Room 411, Los Angeles, Calif. 90012. Assists Asian-Pacific American youths pursuing journalism careers with scholarships and referrals for newspaper openings.

Associated Press Managing Editors Association, 50 Rockefeller Plaza, New York, N.Y. 10020. Minority News Committee produces reports such as the October 1982 "About Minorities."

Association for Education in Journalism and Mass Communication, University of South Carolina College of Journalism, Columbia, S.C. 29208. Has a Minorities Division; its Theory and Methodology Division annually awards a minorities scholarship to a student at the M.A. or Ph.D. level.

The Boston Globe, 135 Morrisey Blvd., Boston, Mass. 02107. Has a minority training program aimed at developing two employees each year for the copy desk; retains 25 percent of internship slots for minorities.

California Chicano News Media Association, University of Southern California School of Journalism, University Park, Los Angeles, Calif. 90089. Operates referral service for minority journalists, primarily Hispanics, seeking newspaper employment.

Capital Cities Communications Inc., 24 E. 51st St., New York, N.Y. 10022. Has a one-year training program for minority college graduates who work at three different Capital Cities newspapers for four months at a stretch.

The Commercial Appeal, 495 Union Ave., Memphis, Tenn. 38101. Has a 14-week Minority Internship Program each spring and fall semester for one minority student from Memphis State University and LeMoyne-Owen College; would be willing to consider other colleges.

The Consortium for the Advancement of Minorities in Journalism Education, 8631 Chapel Drive, Annandale, Va. 22003. Recruits minority students for graduate journalism programs at the following universities: Indiana, Ohio State, Northwestern, Arizona, Kansas, Michigan, Missouri, North Carolina and Southern California; works with predominantly black colleges to support and improve their programs.

The Courier-Journal and The Louisville Times, 525 W. Broadway, Louisville, Ky. 40202. Sponsors two minority high school juniors each year to the National High School Institute at Northwestern University's Medill School of Journalism; attempts to recruit minorities for internships (seven out of 18 newsroom interns in the past three years have been minorities); involves minority professionals in recruiting, interviewing and selecting new minority employees.

Frances Jeffries (left) and Sonya Williams work on a story at Indiana University. They were recruited by The Consortium for the Advancement of Minorities in Journalism Education.

Charles H. Johnson, assistant managing editor of The Home News, New Brunswick, N.J., participates in an Urban Journalism Workshop at Rider College, Lawrenceville, N.J.

Cox Enterprises Inc., 72 Marietta St. NW, Atlanta, Ga. 30302. Has a new minority journalism scholarship program that provides a four-year scholarship to Georgia State University or a college in the Atlanta University Center for a student planning to major or minor in journalism, a part-time newspaper job during the school year, a full-time job in the summer and an offer of employment at a Cox newspaper upon successful completion of the program. In the future, the program will be expanded to other cities where Cox publishes newspapers.

Dallas Times Herald, 1101 Pacific Ave., Dallas, Texas 75202. Has new minority internship program in which three slots in the paper's internship program are reserved for minorities, with an emphasis on recent college graduates who may be offered employment after the internship.

The Des Moines Register, 715 Locust St., Des Moines, Iowa 50309. Has a minority scholarship program that awards two four-year scholarships annually to students who intend to major or are majoring in journalism at Drake University, the University of Iowa or Iowa State University (during their junior and senior years, scholarship recipients are eligible for a summer internship at the newspaper); has a recruiting and training program that has as one of its goals the identification of unqualified but qualifiable minorities for employment.

Dow Jones & Co. Inc., 22 Cortlandt St., New York, N.Y. 10007. Has a college relations program in which about 45 percent of recruiting is done at predominantly black colleges.

Dow Jones Newspaper Fund, P.O. Box 300, Princeton, N.J. 08540. Provides partial funding for 25 Urban Journalism Workshops for 445 minority high school students, sponsors an editing internship program for minority college seniors who plan to attend graduate school, and grants fellowships to 75 inexperienced high school newspaper advisors to attend summer courses and workshops with a special effort made to recruit teachers from predominantly minority schools; its 1983 "Journalism Career and Scholarship Guide" has a section aimed at minority students (see story, p. 29).

Florida A&M University Department of Journalism, Tallahassee, Fla. 32307. Conducts an annual communications workshop in newspapering for minority high school seniors with funding from the W.T. Kellogg Foundation and several Florida newspapers; publishes a booklet used nationally to encourage minority high school students to consider journalism careers.

Gannett Co. Inc., Lincoln Tower, Rochester, N.Y. 14604. Has two summer internship programs, one in news for minorities, the other in business-related areas for minorities and women; recruits at predominantly black schools; sends company representatives to national conferences of civil rights organizations; bases financial benefits of Gannett executives, in part, on their record of increasing the numbers of minority employees in professional and management roles; provides the use of the Tucson Citizen for the Editing Program for Minority Journalists at the University of Arizona (see entry for Institute for Journalism Education); sponsored a luncheon at 1982 convention of the National Association of Black Journalists.

Gannett Foundation. Lincoln Tower, Rochester, N.Y. 14604. In 1982 gave $642,000 in grants to support about 20 minority programs. The Foundation's activities in this area are considered to be the most extensive of any newspaper-related entity and include support for many of the programs in this list.

Greensboro Daily News and Record, P.O. Box 20848, Greensboro, N.C. 27420. Conducts an annual Minority Journalism Workshop for high school students [presstime, Sept. 1982, p. 45].

Harte-Hanks Communications Inc., Mercantile Bank Building, 40 N.E. Loop 410, Suite 400, San Antonio, Texas. Sets targets annually for recruiting and hiring minorities.

The Hartford Courant, 285 Broad St., Hartford, Conn. 06115. Has a goal of reserving 80 percent of internships for minorities and women; contracts with a program sponsored by the Urban League of Greater Hartford to train three minority clerical employees each year; sends weekly job announcements to several minority agencies.

Institute for Journalism Education, School of Journalism, North Gate Hall, University of California, Berkeley, Calif. 94720. Conducts three training programs: the Summer Program for Minority Journalists, which trains college graduates (usually non-journalism majors) to become reporters, the Editing Program for Minority Journalists at the University of Arizona, which trains reporters in copy-editing/desk work, and Management Training Week, during the final week of the Editing Program, open to other journalists; operates Job/Net, a placement agency for minority journalists.

Journalism Council Inc., Association for Education in Journalism and Mass Communication, University of South Carolina College of Journalism, Columbia, S.C. 29208. In 1982, awarded grants totaling $10,850 to five minority programs.

Knight-Ridder Newspapers Inc., Minority Affairs Coordinator Albert E. Fitzpatrick, Akron Beacon Journal, 44 E. Exchange St., Akron, Ohio 44328. Maintains a Minority Hiring Program in which minorities are hired by individual Knight-Ridder papers for entry-level positions, with their salaries paid by the corporation for one year.

Media Institute for Minorities, University of Southern California School of Journalism, University Park, Los Angeles, Calif. 90089. Provides scholarships, internships and some job-referral assistance for minority students and professionals; sponsors conferences and workshops on minority issues; surveys the status of minority faculty in journalism and mass communications education.

Modern Media Institute, 556 Central Ave., St. Petersburg, Fla. 33701. Conducts Saturday writing clinics for about 15 black high school students in the St. Petersburg area during the school year, seven or eight of whom are invited to participate in a six-week summer program on writing, interviewing techniques, photography, editing, basic law and other skill areas. The best of this group are invited back in succeeding years and are provided scholarships through the institute, the Poynter Fund or universities.

National Association of Black Journalists, President Les Payne, Newsday, Long Island, N.Y. 11747. Funds three summer internships, one of which is at a newspaper; awards two $1,000 scholarships; operates an informal job clearinghouse; provides speakers for campus appearances; cosponsors the Wells Award (see story, this page).

National Conference of Editorial Writers, 6223 Executive Blvd., Rockville, Md. 20852. Is conducting, with the Institute for Journalism Education, a survey, and plans to publish a report on the number and status of minority editorial writers in the United States; co-sponsors the Wells Award.

National Newspaper Publishers Association, 770 National Press Building, Washington, D.C. 20045. Awards six $1,000 scholarships; encourages publishers of black newspapers to hire summer interns.

The New York Times, 229 W. 43rd St., New York, N.Y. 10036. Funds four minority journalism scholarships; has a one-year training program focused primarily on minorities and women; establishes goals with general management on filling jobs with minorities.

Newsday, Long Island, N.Y. 11747. Recently established a four-year minority scholarship for students from Long Island who have been admitted to one of nine Long Island colleges and plan to pursue a career in journalism. Recipients also will be provided summer jobs not necessarily confined to the newsroom. One student will be added each year until four are sponsored.

Newspaper Advertising Bureau, 485 Lexington Ave., New York, N.Y. 10017. Offers a Newspaper Readership Project slide show, "It's *Your* Newspaper," aimed at convincing minority people that newspapers care about them as readers and potential journalists.

Norfolk State University Department of Journalism, 2401 Corprew Ave., Norfolk, Va. 23504. Conducts the Virginia Media Executives' Program, a two-day program aimed at a specific issue as it applies to minority journalists, and the Tidewater Newspaper project, in which high school journalists are invited to produce one issue of their student paper in the school's editing facilities; offers the John Q. Jordan Fund, a scholarship fund to assist needy minority students who show exceptional journalistic aptitude.

Pennsylvania State University School of Journalism, 215 Carnegie Building, University Park, Pa. 16802. Conducts Gannett Foundation-sponsored "Conference for Minority Journalists," a four-day program during the summer for early- to mid-career minority journalists designed to help them expand their professional knowledge in particular skill areas and to plan their professional career growth.

St. Louis Globe-Democrat, 710 N. Tucker Blvd., St. Louis, Mo. 63101. Awards $2,000 scholarships to minority students from the St. Louis area who are studying journalism.

The Times Mirror Co., Times Mirror Square, Los Angeles, Calif. 90053. Provides funds to the Asian American Journalists Association and the California Chicano News Media Association (see earlier entries) and to the Black Journalists Association of Southern California.

The Times Mirror Foundation, Times Mirror Square, Los Angeles, Calif. 90053. In 1980 awarded $228,000 over a three-year period as seed money for the Media Institute for Minorities (see earlier entry); awards funds to a number of minority colleges; provides minority journalism scholarships; supports the Institute for Journalism Education's Summer Program for Minority Journalists (see earlier entry).

The Washington Post, 1150 15th St. NW, Washington, D.C. 20071. Annually sends a number of high school juniors, most of them minorities, to the Blair Summer School for Journalism at the Blair Academy in Blairstown, N.J.

Youth Communications Inc., 207 Wabash Ave., Chicago, Ill. 60604. Provides an opportunity for inner-city high school students in Chicago, New York City and Wilmington, Del., to develop journalistic skills by working on youth newspapers.

Hines said she welcomes additional information. Contact her at The Newspaper Center, Reston, Va.

Wells Award minority scholarships created

Up to $10,000 will be awarded annually for minority journalism scholarships under a new award program established by three media organizations.

According to its founders, the purpose of the Wells Award is to recognize publishers, editors and others in media management for their leadership in "opening the doors of employment opportunity for minorities in American journalism."

The recipient will get a bust of pioneering black editor and publisher Ida B. Wells. The main prize, the scholarship funds, will go to a journalism school in the award recipient's name.

The program was announced March 1 by the National Association of Black Journalists, the National Broadcast Editorial Association and the National Conference of Editorial Writers.

According to Samuel L. Adams, professor at the William Allen White School of Journalism at the University of Kansas, seed money for the award came from the three organizations and the Poynter Fund. Additional funds are being raised.

A jury made up of officers and members of the three organizations will choose the award recipient and the school to receive the scholarship funds. The award will be presented June 17 at the NBEA Convention in San Francisco.

Nominations will be accepted until the jury's April 14 meeting.

For further information, contact Adams at the William Allen White School of Journalism, Lawrence, Kan. 66045; (913) 864-4755.

Eleven high school journalists honored

Eleven high school students and one high school newspaper staff have been named winners in two writing and photography contests cosponsored by ANPA Foundation.

Seven individuals were named from 3,537 entries in the ANPA Foundation-Quill and Scroll National Writing and Photo Contest: Karen Nelson, Northeast High School, North Little Rock, Ark., editorial; Dave Steimel, DeKalb (Ill.) High School, editorial cartoon; Jim Zook, Central High School, Little Rock, Ark., news story; Richard Thomson, Central High School, Little Rock, photograph; Scott Reifsteck, Dubuque (Iowa) Senior High School, feature story; Bab Parajon, Clearwater (Fla.) High School, advertisement; and Lisa Vojvoda, Parkway North High School, Creve Coeur, Mo., sports story.

Four students were named from more than 450 entries in the 1983 ANPA Foundation-Columbia Scholastic Press Association Journalism Writing Contest: Eric Engles, The Oracle, West Springfield (Va.) High School, best editorial; Betsy Fishman, The Panther, Miami (Fla.) Palmetto Senior High School, best feature; Jack Gilden, The Eagle's Eye, Owings Mills (Md.) High School, best sports story; and Jim Zook, The Tiger, Central High School, Little Rock, Ark., best news story.

Staff of HI's Eye, Westfield (N.J.) High School, won for investigative reporting.

NIE Week judged a success; second one planned next year

By Carmen C. Clark
presstime editorial assistant

Students in 47 states and four Canadian provinces tossed aside their textbooks and instead turned to their hometown newspapers during the first observance of National Newspaper in Education Week.

Cosponsored by ANPA Foundation and the International Reading Association, NIE Week was the largest joint effort yet by newspapers and educators to promote the newspaper as a teaching tool.

NIE Week "created more awareness among teachers, students, parents, administrators, government officials and the community than any other program in the history of Newspaper in Education," according to Linda B. Skover, ANPA Foundation manager/education services. She said the program was so successful that a second one is being planned for 1984.

Governors from many states, including Colorado, Iowa, Michigan, Maine, Pennsylvania and Wisconsin, formally proclaimed NIE Week, which in most locations was observed Feb. 21-25.

Participating newspapers offered discount subscription rates for students, held teacher and parent workshops, provided speakers from newspaper staffs, conducted newspaper tours and published instructional materials and supplements.

The Bangor (Maine) Daily News put out a 48-page supplement containing the best entries of students who participated in three different contests: ad design, editorial writing and editorial cartooning.

NIE Coordinator J. Michael Kearney said the responses surpassed expectations and brought the News "some solid advertising revenues."

About 3,900 students designed ads, 132 advertisers bought ad space, 1,055 students wrote editorials and 865 students drew editorial cartoons.

Sale of the News to schools increased nearly 5,000 copies for the week, with about 2,700 extra copies sold the day the supplement was published, Kearney said.

At the Pottsville (Pa.) Republican, NIE Coordinator Kay Haffey said her paper sold an additional 2,744 copies and reached 3,270 school children. "My publisher is happy. My circulation manager is happy. So are all the reporters and editors who made school visits," she added.

Besides generating renewed interest in existing NIE programs, NIE week was used to help initiate new ones, such as those at The Scranton (Pa.) Times and at The Eagle, Bryan-College Station, Texas.

"NIE Week has far exceeded our wildest expectations," said James M. Sawyer, director of the reading association's Department of Membership and Council Relations. "When we started the project, we thought it would take about five years to catch on, but we have actually exceeded our goal in the first year," Sawyer said.

The responses from teachers and school administrators involved in the week were very favorable, said Sawyer. Teachers reported NIE Week was the "most exciting and highly motivational activity they have encountered, and a natural tie-in between the schools and the newspapers," he added.

ANPA Foundation's Skover said that although evaluations received to date report many such successes, there was not complete cooperation between some newspapers and state reading councils "because of the newness of the project, or because of a lack of budget and staff planning."

Nuclear freeze . . .
Nuclear Freeze Sales
Parkins Appliance Inc.
Dexter Shoe Factory outlets.
We have everyone's size I hope we have his!
Dexter
Magazines, Inc. Bangor Distributor of Hundreds of Comic Books
"It's fun to read a comic book"

Bangor students produced supplement.

For next year's NIE Week, ANPA Foundation has contracted with Oklahoma NIE reading consultants and The Tulsa Tribune for a new set of curriculum materials for using the newspaper to teach reading. Three in-paper ads will be created by the Louisville (Ky.) newspapers for national use. And this month, a letter will be sent to state school superintendents explaining NIE Week and requesting their assistance.

"This year was just a beginning," said Skover. "The program will grow." ☐

Packet available for May 1 'Law Day'

ANPA Foundation and the American Bar Association have developed a curriculum packet for the observation of Law Day on May 1.

The packet contains:

- A four-page, camera-ready, tabloid newspaper, entitled "Law Day Extra," aimed at junior and senior high school students, as well as elementary classes for "gifted" students. It contains articles, cartoons, features and editorials illustrating the influence of the law on day-to-day happenings.
- A 12-page teacher's guide with various ideas for use of each article or feature.

A growing association between the Foundation's Newspaper in Education program and the ABA's outreach program for education resulted in the project, which encourages use of the newspaper in the study of law-related subjects.

The packet is available for $10 from Ruth Finn, ANPA Foundation, The Newspaper Center, Reston, Va.

The ABA-sponsored Law Day seeks to increase public understanding of the law. ☐

Scholarship guide published

The Dow Jones Newspaper Fund's 1983 "Journalism Career and Scholarship Guide" is available.

Single copies of the 140-page publication are free; there is a 50-cents-per-copy charge for bulk orders.

Contact The Dow Jones Newspaper Fund, P.O. Box 300, Princeton, N.J. 08540; (609) 452-2820. ☐

Stuart H. Schwartz

He lures readers with doses of 'excitement'

By Elise Burroughs
presstime staff writer

When "newspaper doctor" Stuart H. Schwartz prescribes his medicine for curing newspapers' readership ills, the reaction of the average newspaper person is outrage. "The disagreement is so vehement I try not to turn my back," Schwartz says.

It's not that the soft-spoken, Georgia State University journalism professor is offering unique advice. Schwartz generally urges the use of shorter stories, bigger headlines, fewer jumps, more color, lots of TV news, boxes, teasers and a sprinkling of stories that give readers "a lift." And although that sounds like the formula for USA Today, the end product of a visit from Dr. Schwartz bears closer resemblance to a supermarket tabloid.

Schwartz's message was uniformly rejected by the editorial side of dailies that consulted him until he arrived in Davenport, Iowa, in 1980, to advise the Quad-City Times (all day, circulation 63,295). The Times accepted many of his suggestions for brightening news content and tailoring it to local preferences. Although the paper has not had circulation gains, Publisher Ron L. Rickman says it has held its own while becoming the most expensive daily (25 cents daily, $1 Sunday) in a competitive market with 20-percent unemployment.

Schwartz's second major client, The Telegraph of Painesville, Ohio (all-day, circulation 17,378), posted a healthy, 10-percent gain in circulation after being overhauled. "Our own surveys showed readers don't want to be intellectualized," says Executive Editor Vernon E. Henry. "They want to know what's going on, but they want to be informed quickly."

Schwartz's critics call the new-look Times and Telegraph sanitized, Heartland versions of the New York Post. That's OK with Schwartz, he likes the Post. He also has lined up four more daily newspaper clients that pay him retainers of at least $1,000 per month, he says. Other newspapers have consulted him briefly, at rates he says reach $1,500 per day. And Schwartz finds his views increasingly in demand at press forums, where he speaks for free.

In fact, Schwartz, 33, appears to be well-launched on the kind of career he says he has wanted since he got his first taste of newspapering as a reporter. "I wanted to sit back and pontificate about the press," he says. "I wanted to make a difference."

A native of New York City, Schwartz was a student at the University of Connecticut and playing a lot of rugby when an injury temporarily put him on the sidelines. He covered some rugby games for the school paper, sold some rugby articles to magazines and decided writing was not a bad way to earn money.

After obtaining a bachelor's degree in political science in 1972, Schwartz began calling newspapers in the vicinity for a job. The 14th on the list, the Norwich (Conn.) Bulletin, "said to come on over," he recalls. He worked as a reporter there and at The Day in New London, Conn., and The Evening Bulletin in Providence, R.I., but eventually soured on the job. The hours are long, he notes, and management seldom listens "to a mere reporter."

Schwartz quit reporting for what he says was a higher-paying newspaper job—delivering newspapers at night—while obtaining a master's degree in communications from Fairfield (Conn.) University. He earned a doctorate in communications from Temple University in Philadelphia.

Entering the academic world as associate professor of journalism at Milwaukee's Marquette University, he also began doing marketing and circulation consulting work for some Wisconsin newspapers. He learned that upgrading a newspaper's circulation department "doesn't do any good if no one wants to read the thing." His market-segmentation studies revealed that many readers were fed up with newspapers' dull, intellectual approach to the news—an assessment that was not welcomed by his clients.

In 1978 he moved to Georgia State in Atlanta where, he says, there is no great adherence to journalistic orthodoxy. "We're a small department that does its job well," he says. It also allows him ample time for engaging in his consulting work.

Although colleagues describe Schwartz as affable, the interim chairman of his journalism department, Harry C. Malone, notes that "he has a teaching and lecture style designed to get people's attention by using startling statements."

Recently, Schwartz seems to have toned things down a bit. Associate Director John G. Finneman says that in three appearances at the American Press Institute, Schwartz has moved from his initial ploy of bluntly telling editors, "Newspapers are in trouble because of people like you," to a more tactful, "We have to look at doing things differently."

The softer approach may reflect changes in Schwartz's personal life, too. After 10 years of using rugby to work off tensions, he has switched to swimming and reading mystery novels. And he and his wife, Sharon, have a newly born daughter, Chelsea, of whom he says, "I want to be around to see her grow up."

But Schwartz plans to carry on his campaign to shake up establishment journalism. Many readers lack college degrees and "are just trying to get through the day," he says. A successful newspaper should "take the readers' minds a little bit off the lives they lead—or help them lead them better." ☐

The fight for readers

Declaring a victory in a war that will never end

By Leo Bogart

Leo Bogart

When the Newspaper Readership Project terminates on May 31, it can be plausibly argued that the great battle for circulation and audiences has been won. After all, both circulation and audience levels have been fairly stable since the Project began in 1977.

How much of this stability can be credited to the Project is difficult to say; at least it provided the newspaper business with a symbolic center for the efforts carried out in hundreds of localities. Most of all, it helped to draw management attention to what is clearly the most urgent problem newspapers face.

And lest anyone maintain illusions, the problem remains. Young people are not reading newspapers as often as they used to, even though they read more books and magazines than anyone else. More and more school-age youngsters are growing up without the daily presence of a newspaper in the house. The generational change in reading habits affects papers of every size, even though some smaller papers have chosen to define readership as a big-city problem.

There is no question that the big cities have been hit hardest, if only because their weaker papers have been merged or eliminated. But big papers are still the first on any advertiser's list, and the size of that list depends on newspapers' place in the total media budget. Over half of all newspaper advertising now comes from national or multi-market advertisers whose decisions are generally made far away from any individual paper's home base. Do they think of newspapers as a vital, growing force or as stagnant and antiquated? The answer is bound to be reflected in the linage of *all* papers, not just in the ones whose circulation fails to keep pace with market growth.

A 1982 poll of the International Newspaper and Marketing Executives showed that ad directors consider readership their top concern. Advertisers have turned to shared mail and shoppers to get the levels of market penetration they want. To win them back, newspapers have offered total-market-coverage programs—an appropriate marketing response but not a substitute for regular circulation. We have everything to lose if advertisers are ever persuaded, as some of them already appear to be, that how the message gets into the consumer's hands matters far less than the fact that it gets there.

The real business in which newspapers are engaged is not the dissemination of the physical product, important as that is. A lot of other people are geared up to deliver advertising matter, but newspapers have a unique franchise in their ability to get that advertising matter accepted, believed and acted upon. The skills and integrity of journalists remain the heart of what newspapers are all about, both for readers and for advertisers.

These are skills, by the way, that depend on printed words, and for which television is no substitute. But we should not underestimate the degree to which television's vastly increased output of news, on air and by cable, is reflected in the public's experience. People watch what is made available to them, and there are more than three times as many hours of news available to a typical TV viewer as there were in 1970. That doesn't even count the 24-hours-a-day cable news services.

With television's audiences becoming increasingly splintered, newspapers look more and more like the one mass medium that will remain in the 21st century. In almost any town, the daily newspaper is the only means through which the same message in the same form can reach most of the public at virtually the same time. This is a unique and priceless advantage. It gives the newspaper its authority and influence and its appeal to advertisers whose customers are widely scattered throughout the market.

Newspapers cannot and should not renounce their historic role as voices of the entire community. We should keep the point in mind when marketers press us to concentrate selectively on "prime prospects" and when security analysts suggest that newspapers target themselves to an elite rather than to a mass public.

This is why newspapers cannot and should not renounce their historic role as voices of the entire community. We should keep the point in mind when marketers press us to concentrate selectively on "prime prospects" and when security analysts suggest that newspapers target themselves to an elite rather than to a mass public. If we give up on young people because they won't sit still, on poor people because fewer of them can afford the cost of a paper or the advertiser's merchandise, and on minority people because more of them are poor, we will be giving up not only our influence as the public's conscience but our chances of growing with the American economy.

In the next half-dozen years, the population of the newspaper-reading age will be growing substantially. The American economy seems headed for new highs. In this environment, newspapers can prosper if they reject complacency, if they invest in their people as they have invested in their plants, and if they understand that the war to win readers will never end, even though we may have declared a victory. □

Bogart is executive vice president and general manager of the Newspaper Advertising Bureau.

Standardization efforts reach more aspects of advertising

By Elise Burroughs
presstime staff writer

Daily newspapers will never give up their strong spirit of "rugged individualism," but lately many have found they can keep that spirit while still working to make it easier for advertisers and others to work with newspapers.

Beginning with Standard Advertising Units and later on encompassing readership research, rate card formats and—most recently—invoices, newspapers are trying to make it easier for advertisers to place orders and compare results.

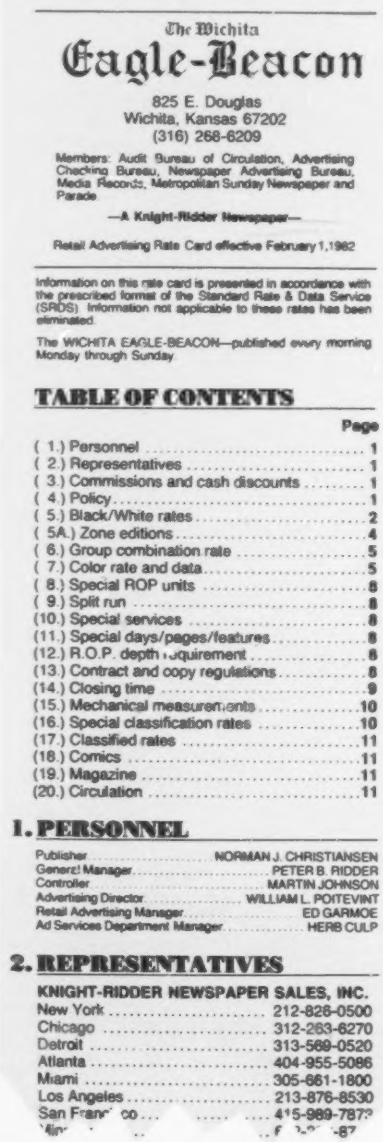
"I think 1978 was a turning point," notes Thurman R. Pierce Jr., vice president/manager of print media for J. Walter Thompson U.S.A. Since that year, individual newspapers have been responding to advertisers' calls for standardization "at a very good speed," he says.

And with television networks facing new competition for viewers' time [presstime, March 1983, p. 37], this may be a pivotal year for newspapers in their efforts to win new advertising. "This is a very critical time," says Philip Stout, marketing services manager of The Daily Oklahoman and Oklahoma City Times.

Dailies' share of national advertising has hovered around 8 percent for several years, but the splintering of broadcast audiences would appear to offer new openings for newspapers. "If we could double our share to 16 percent, it would mean billions of dollars," notes Stout, who is chairman of a newspaper business task force on syndicated readership research.

The standardization efforts—all undertaken by newspapers on an independent and totally voluntary basis—include these:

- The boards of ANPA and NAB are expected to take up proposals on Standard Advertising Units at their meetings in New York this month. Some newspaper executives favor a standard, six-column page, 13 inches wide and 21 inches deep, with ads calculated in inches. Others prefer a 21 1/2 inch page depth and continuation of agate line measurements. (See story, p. 33.)
- A standardized rate card format modeled on rate information carried by Standard Rate & Data Service Inc., has been endorsed by the International Newspaper Advertising and Marketing Executives, and most newspapers apparently have adopted it or plan to do so. Each newspaper choosing this format remains free to alter it in any way it wishes and to add or subtract information as it deems proper. (See sample below.)



The Wichita
Eagle-Beacon

825 E. Douglas
Wichita, Kansas 67202
(316) 268-6209

Members: Audit Bureau of Circulation, Advertising Checking Bureau, Newspaper Advertising Bureau, Media Records, Metropolitan Sunday Newspaper and Parade

—A Knight-Ridder Newspaper—

Retail Advertising Rate Card effective February 1, 1982

Information on this rate card is presented in accordance with the prescribed format of the Standard Rate & Data Service (SRDS). Information not applicable to these rates has been eliminated.

The WICHITA EAGLE-BEACON—published every morning Monday through Sunday.

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1. PERSONNEL

Publisher	NORMAN J. CHRISTIANSEN
General Manager	PETER B. RIDDER
Controller	MARTIN JOHNSON
Advertising Director	WILLIAM L. POITEVINT
Retail Advertising Manager	ED GARMOE
Ad Services Department Manager	HERB CULP

2. REPRESENTATIVES

KNIGHT-RIDDER NEWSPAPER SALES, INC.

New York	212-826-0500
Chicago	312-263-6270
Detroit	313-569-0520
Atlanta	404-955-5086
Miami	305-661-1800
Los Angeles	213-876-8530
San Franc co	415-989-787
[illegible]	[illegible]-87

Standard rate-card format has 20 sections.

- The New York City-based Advertising Research Foundation has verified that the recent Simmons Market Research Bureau audience study of newspapers in 40 major markets conformed to the procedures and guidelines laid down last year by a task force of the Newspaper Research Council and INAME.
- An effort is being made to get newspapers to supply information that advertisers view as necessary on advertising invoices. That goal was explored last year by a joint committee of INAME and the Institute of Newspaper Controllers and Finance Officers. The committee produced a suggested list of 27 standard elements that newspapers should include on all invoices. (See list, next page.)

Evolutionary process. What makes good sense today must remain adaptable to change. Like SAUs, both audience readership and invoices are expected to evolve to meet changes in advertisers' needs and in technology.

For example, there is a second audience survey coming this year, and it also will be audited by the Advertising Research Foundation. Scarborough Research Corp.'s surveys of 51 top markets are scheduled to be released in May.

But while the ARF audit and subsequent verification are considered "very significant" by the advertising community, Pierce and other advertising observers say there is a lot of work to be done in promoting the voluntary use of the standardized research to the agencies, too. The first newspaper audience research survey, conducted by Three Sigma Research in 1978, was somewhat marred by delays in reporting results and complaints about how samples were taken in some markets.

Both Simmons and Scarborough are working with firms that offer newspaper audience data in computer programs. Such programs allow users to calculate the reach and frequency of ads placed in newspapers in any markets selected. Simmons and Scarborough also will offer seminars and workshops on how to use audience data for ad agencies, advertisers and advertising sales firms representing

Newspapers urged to include 27 basic elements on invoices

The Institute of Newspaper Controllers and Finance Officers has developed the following checklist of the 27 elements a newspaper invoice should contain:

- ✓ Name, address and telephone number of the newspaper
- ✓ Name and address of the advertiser or agency being billed
- ✓ Invoice number
- ✓ Invoice date
- ✓ Billing period
- ✓ An advertiser account number, assigned by the newspaper
- ✓ An advertiser code number describing the category of the product being advertised
- ✓ An insertion order number and/or purchase order number
- ✓ Insertion date
- ✓ Placement of the ad—edition, page, etc.
- ✓ Description of the ad
- ✓ SAU number if applicable
- ✓ Contract linage equivalent of SAU
- ✓ Percent of the page used
- ✓ Linage of the ad
- ✓ Gross line rate
- ✓ Gross ad charge
- ✓ Net ad charge
- ✓ Color charge
- ✓ Current gross charges
- ✓ Current net charges due
- ✓ Total net amount due, including prior balances
- ✓ Terms of payment
- ✓ Cash discount, if applicable
- ✓ Aging, or length of time a bill has been due, of past-due amounts
- ✓ Remittance address and, if possible, a return payment document and envelope
- ✓ Code numbers, explained on the invoice, to describe items such as position charges, production charges, art charges, etc.

newspapers.

Research task force chairman Stout says that although newspapers in some competitive markets naturally look at the readership findings as ammunition in their inter-newspaper battles, his group hopes that newspapers also will use the data to take aim at other national advertising media.

"Newspapers are not normally thought of as a national medium," says Harold Israel, president of Scarborough. While newspapers view their local markets as the building blocks of national sales programs, "a lot of advertisers don't see it that way," Israel notes.

As for invoices, while 27 suggested elements have been identified, the arrangement of the information on bills is, of course, left up to individual newspapers. One exception is a recommendation that for processing purposes, the Optical Character Recognition line, usually an account number, which is read by an optical scanner, be placed on the invoice in an area not susceptible to mutiliation.

The list of elements has been endorsed by the American Association of Advertising Agencies and the Newspaper Advertising Bureau as well as INCFO and INAME, but it is only a first step.

As advertising formats develop, it may become necessary to change the elements on the list to accommodate new formats and new ways of measuring ads. And as the use of electronic data processing for paying bills spreads, newspaper invoices will have to accommodate the needs of clients' computers, too.

J. Walter Thompson's Pierce notes that the traditional difficulties in buying newspaper ads have tended to "turn off" younger advertising executives. He says that newspapers' voluntary standardization initiatives are helping to erase such resistance.

"Every one of those (innovations) is right on the mark," he says. ☐

Early returns indicate dailies favor proposals for standardizing formats

Newspaper sentiment is running strongly in favor of a proposal for voluntary newspaper format standardization and an expanded Standard Advertising Unit system, according to returns from an ANPA/Newspaper Advertising Bureau mailing.

By late March, 346 daily newspapers had responded to the questionnaire, and 305 were in favor of the plan. Thirty-six made negative comments about it, and five were undecided.

Response from weekly newspapers also favors the plan. Of the approximately 50 replies from weeklies, all but one indicate willingness to adopt the proposal, according to Joseph J. Amodeo, general manager of American Newspaper Representatives Inc., which is collecting returns from the weeklies.

The Newspaper Advertising Bureau is compiling the responses of daily newspapers. Charles M. Kinsolving, NAB vice president marketing/new technology, said the negative responses have not focused on any particular issue but "vary all over the lot." He said they include concern over possible problems in shifting to the plan's six-column format and in printing a tabloid on the same press as a broadsheet newspaper.

The ANPA and NAB boards of directors are expected to decide at their meetings this month whether to recommend that newspapers voluntarily adopt the plan developed by a newspaper business committee [presstime, March 1983, p. 36]. The plan has been endorsed by the American Association of Advertising Agencies. ☐

NAB offers suggestions to counter TV claims

The Newspaper Advertising Bureau has offered two ways to counter television advertising claims:

- A new, 12-page "Anti-Television Brochure" is available, three copies for $1, from the NAB Promotion Department, 485 Lexington Ave., New York, N.Y. 10017.
- Advice on using research that shows television audiences are shrinking and becoming less affluent is available from NAB Marketing Manager Edward E. Finlay at (212) 557-1858.

Here's one way to lure more recruitment ads

While the current recession has dried up the flow of help-wanted advertising for many newspapers, the Booth Newspapers in hard-hit Michigan have tapped promising new sources of that kind of business.

In fact, the eight-member group has more than paid for a joint promotional campaign with increased sales of recruitment advertising, according to William A. Watt, manager of advertising development.

The program is based on an analysis of the companies and industries in Booth's markets and the number of people employed by those firms.

It includes a promotional brochure; discounts for group buys; a one-order, one-bill service; an advertising campaign in recuitment trade publications; and a bimonthly newsletter targeted to recruitment professionals.

The campaign started in 1981 with a brochure highlighting the business characteristics of "Boothland," the central Michigan markets served by the Booth evening dailies: The Ann Arbor News (circulation 46,376), The Bay City Times (40,688), The Flint Journal (108,721), The Grand Rapids Press (131,538), Jackson City Patriot (38,241), Kalamazoo Gazette (60,958), The Muskegon Chronicle (45,845) and The Saginaw News (55,811).

The Newspaper Advertising Bureau's Ira S. Gordon, project manager-recruitment, explains that recruitment agencies usually place ads in locations that have concentrations of the kinds of workers they are trying to find. Until 1981, many advertisers perceived Michigan as a place where employment is concentrated in the Detroit area's blue-collar, automotive-related fields.

Booth designed its brochure to open advertisers' eyes to the rest of the state. In fact, as the publication points out, the group's dailies serve 105 different kinds of businesses, including the booming high-tech and medical services fields. The brochure describes local companies, four-year colleges and other characteristics of the Booth markets. It also features data on the group's circulation and penetration.

BOOTH NEWSPAPERS REACH BOOTHLAND BEST

booth

CALL MRS. NEWMAN
(616) 459-3824

The brochure can be used as a "leave-behind" after sales calls, mailed as a follow-up to telephone solicitations or mailed directly to advertisers and agencies to introduce the newspapers.

Coinciding with the introduction of the brochure, the newspapers began offering recruitment advertisers three plans for group advertising buys. By advertising in one of three newspaper "networks" rather than just one newspaper, advertisers can claim discounts of 10-25 percent, Watt says.

To make the process easier, the newspapers implemented one-order, one-bill service.

And all of these features have been promoted in color ads in Standard Rate & Data Service Inc. and in magazines for personnel administrators.

The final step in the promotion campaign was a newsletter, "Boothland News." Now a year old and published every two months, it carries four pages of business-related news in Michigan. It is circulated free to 1,500 recruitment agency people and personnel managers around the United States.

The newsletter also carries periodic "special reports" on particular industries, such as aeronautical engineering. A typical report gives an in-depth look at how many companies in a particular field are located in Michigan, what related educational opportunites are, how much business each firm does each year and other market information.

The newsletters, which include reprints or summaries of business articles from other publications, are put together by Booth marketing employees. ☐

As co-op dollars rise, dailies' share drops

For daily newspapers, there is both good news and bad news about co-operative advertising, according to Frank Hennessey, vice president for co-op advertising for the Newspaper Advertising Bureau.

Co-op advertising is placed by retailers to promote specific products, with manufacturers of those products providing reimbursement in part or in full.

Hennessey estimates that the amount of co-op dollars available has swelled from about $900 million in 1970 to $8 billion in 1982. As the money available has increased, newspapers have increased their co-op revenue and linage.

"I have not talked to one paper in the past year and a half that has had losses in co-op linage, and most have registered gains of 50 percent to 500 percent," Hennessey says.

That's the good news. Here's the bad: Newspapers' share of co-op advertising dollars has been dropping for at least seven years, from an estimated 82 percent in 1975 to just over 70 percent in 1982.

Hennessey says much of the loss has gone to direct mail, including marriage mail and catalogues. Other media that have gained are, in descending order, radio, television, magazines, outdoor advertising and Yellow Pages.

Newspapers are trying to reverse that trend. NAB efforts include a one-order, one-bill service, Newspaper Co-op Network; training for co-op ad managers; and, most recently, Retail Co-op Recovery, a plan to highlight and simplify reimbursement for co-op ads [presstime, March 1983, p. 34].

Hennessey says he believes these efforts eventually will lead to growth, not only in linage and revenue but also in market share for newspapers.

Coupon-clipping grows as economy lags.

Competitors eye newspaper bonanza as advertisers expand use of coupons

Newspapers remained the overwhelming favorite for delivering advertising coupons in 1982.

According to the Nielsen Clearing House, of the 119.5 billion manufacturers' cents-off coupons that were distributed last year:

- Weekend newspaper inserts carried 33.3 percent
- Weekday run-of-press ads, 23.1 percent
- Weekday co-op coupon inserts, 15.2 percent
- Sunday ROP, 6.3 percent.

The newspaper total, most of it carried in dailies, was 77.9 percent, up from 75.6 percent in 1980.

In contrast, magazines carried 11.4 percent of the coupons in 1982, containers (such as cereal boxes) carried 6.9 percent and direct mail delivered 3.8 percent.

The total of nearly 120 billion coupons distributed last year was 17 percent higher than the 1981 figure and 64 percent above 1979's.

And with the continuing recession, the use of so-called "cents-off" coupons has spread to such items as alcoholic beverages and even to luxury cars.

In February, a Richmond, Va., car dealer offered newspaper coupons worth $2,500, $3,000, $3,500 and $10,000 toward the purchase of imported cars. According to Maxie D. Mason, promotion director of Richmond Newspapers Inc., 21 of the coupons were redeemed, including one that saved a buyer $10,000 on a 1982 Porsche 928 that listed for $48,174.

But some advertising researchers question the effectiveness of coupons as inducements to buy. A recent study by the Opinion Research Corp. concluded that the people who use coupons tend to be regular purchasers of the products involved. The research indicated that other methods, such as giving away free samples, are more efficient in attracting new customers.

However, coupon growth shows no signs of abating, a situation that has other media trying to get in on the bonanza.

One new program, scheduled to begin in June, is Network Mail, a marriage-mail, coupon initiative. A joint venture of coupon marketer John Blair Marketing and the direct-mail firm of Advo-System Inc., Network Mail will offer "direct mail couponing at newspaper insert rates," according to a promotional brochure.

Under the plan, coupons will make up a four-color sheet that will be used as a wrap-around for other pieces of advertising mail. Sponsors claim Network Mail will be able to reach 40 million homes in the top 150 markets, targeted by ZIP Codes to achieve the demographic reach desired by advertisers.

Neither Blair nor Advo has disclosed how many companies have agreed to participate in the first mailing. ☐

Advo loses bid to expand its TMC trademark

The U.S. Patent and Trademark Office has rejected an application of Advo-System Inc. to obtain a trademark on the words "total market coverage" and reserve them for exclusive use.

Since Feb. 7, 1978, Advo has had the trademark rights to the capital letters "TMC," which are commonly used by the newspaper business and the advertising industry to denote total-market-coverage programs.

For example, one of the two-hour clinics at the ANPA Convention in New York City April 25-27 is entitled "Newspaper TMC Success Stories."

Another Advo application for a trademark on the words "marriage mail" is pending.

The Hartford, Conn.-based Advo-System Inc. has become a major competitor of newspapers across the country. It operates extensive, direct-mail advertising services, including shared or "marriage" mail.

Advo plans to start, with John Blair Marketing of New York City, a major coupon delivery system called Network Mail—a term for which the company also has applied for a trademark.

Trademark officials rejected the "total market coverage" application because those words are "merely descriptive of the services" of total market coverage—a form of advertising in which all homes in a given area are recipients of an advertising message.

Newspapers' total-market-coverage programs often involve distribution of "shopper-type" publications to nonsubscribers [presstime, Oct. 1980, p. 4].

Advo on at least one occasion has asked a company not to use its TMC trademark.

Stepper Associates Inc. of Olathe, Kan., a manufacturer of quarterfolding and other equipment, used the letters in trade publication advertising.

Marketing Director W. Scott Hannon said Advo lawyers asked it to stop, and Stepper now uses the words "total market coverage" instead. ☐

50-member NAB board serves the entire newspaper business

By Craig C. Standen

One of the most important parts of the Newspaper Advertising Bureau is its Board of Directors. Because I believe the board is vital not only to the effective operation of the bureau but also to the success of the entire newspaper business, I'd like to tell you something about what it is and how it works.

The board is composed of 50 top executives from newspaper organizations of all sizes and from all parts of the United States and Canada. Directors are elected each year by the membership at the bureau's annual business meeting during the ANPA Convention. This year, the NAB meeting will take place on Tuesday morning, April 26, in New York City. The board selects its own officers. Current officers are: chairman, Lloyd G. Schermer of Lee Enterprises Inc.; vice-chairman, Tom Johnson of the Los Angeles Times; treasurer, Frank A. Bennack Jr. of the Hearst Corp.; and secretary, Arthur Ochs Sulzberger of The New York Times.

The NAB board is a *working* board. Our directors serve because they have strong feelings of responsibility about the newspaper business and its future, and because they are willing to work on behalf of the entire business as well as for their own newspaper organization.

Directors receive no pay or reimbursement for their bureau service. In fact, they contribute their own time and money to attend various board meetings.

The board's primary function is to oversee the activities of the bureau itself—our goals and procedures, finances, personnel, organization and activities. No major change in any of these areas is made without the board's participation and approval.

For example, after a year-long study which included consultation with newspaper organizations and leading advertisers, the board decided in 1979 to expand and strengthen the NAB Classified Department by adopting a "product manager" concept to deal with the real estate, help-wanted, automotive and general merchandise categories.

The same careful attention is given to the development of our annual strategic plan, which determines what the bureau's objectives, strategies and budget will be and which, in turn, determines how the membership dues newspapers pay are to be allocated. The board's major concern is that our strategic plan and our budget are directed at major opportunities that benefit all newspapers.

This concern is also reflected in the board's Committee for Small and Medium Sized Newspapers. It reviews bureau projects and materials for applicability to newspapers with smaller circulations, and it suggests new projects to help address the special needs of these newspapers.

Yet, important as the board's management functions are, I believe there are two other jobs the directors do that are just as important to the future of our business.

First is the board's active involvement with major problems that affect the entire newspaper business and require newspapers' close attention at highest management level. Let's look at just two of these:

- **Postal rates.** The board's Postal Committee, headed by former Bureau Chairman Otto Silha of Cowles Media Co., is working closely with ANPA in a Joint Postal Task Force. This task force is monitoring proposed changes in third-class postal rates and setting forth newspapers' positions on these changes, which could very seriously affect our future advertising revenues.
- **Audit Bureau of Circulations.** When a number of important issues affecting newspapers surfaced recently at ABC, a four-man committee representing both NAB and ANPA directors was quickly named by NAB Chairman Schermer and ANPA Chairman William C. Marcil to help ensure that the concerns of the entire newspaper business came to the attention of the ABC staff and its board.

In addition to small working groups like these, the entire board plays another important role: helping sell the newspaper as an advertising medium to top-level advertiser executives.

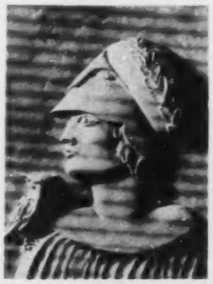
This is usually done through joint meetings with the top managers of a major company or even an entire industry. These meetings generally last a half day or more, with a newspaper presentation, discussion, and a social hour followed by a meal. They give top newspaper people a unique opportunity to meet with some of our most important advertisers and to talk over our common business problems. They also serve to remind these advertisers of the value we place on their business.

In all, some of our board members devote as much as three weeks of working time each year to their duties as directors.

The chances are good that you know one or more of our 50 board members personally. Every one of them, I know, is interested in hearing from you on the various issues and problems facing our business today. ☐

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Creative Newspaper, Athena competition underway



Athena winners will receive a bas-relief sculpture of the goddess of creativity.

April 30 is the deadline for entries for the Newspaper Advertising Bureau's Creative Newspaper '83—the annual showcase of newspaper advertising—and for the 1983 Athena Awards.

Any ad carried in a daily or Sunday newspaper in the year ending April 30 is eligible. There is no entry fee.

To enter an ad, an advertising agency or other interested party need only send NAB a tear sheet or proof with the entrant's name, address and telephone number.

Between 80 and 100 of the ads entered will be reproduced in Creative Newspaper, about 100,000 copies of which will be printed and distributed. The best single ad or campaign in each of 20 categories, to be selected by a panel of judges, also will receive an Athena Award (Award To Honor Excellent Newspaper Advertising). For further information, contact NAB, 485 Lexington Ave., New York, N.Y. 10017; (212) 557-1890. ☐

Join us at "Synectics '83: The Information Exchange"

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The 55th Annual

ANPA Operations Management Conference and Exposition

June 11-15

Las Vegas Convention Center

- If you have not received a hotel reservation form, contact the ANPA Research Institute at (215) 253-6155.
- This year's program will emphasize quality, efficiency and productivity in newspaper operations. Featured will be press packaging concepts, press conversions, telecommunications, the Standard Advertising Unit system and human resource development. Other timely topics will include the new roles of voice-recognition equipment and lasers in newspapering.
- There will be general sessions on Monday and Tuesday, each followed by four concurrent symposia. A special morning-long session on Wednesday will focus on computer-to-plate technology and the potential of robotics and other future technologies in newspaper operations.
- Complementing the technical sessions will be what is annually the world's largest exhibition of newspaper equipment. The most advanced systems, equipment and products of leading graphic arts manufacturers and suppliers will cover more than 200,000 net square feet of exhibit space in the convention center.

Make your hotel reservations now!

First full anilox conversion gets good review

By John R. Rodney

This past January, The Express of Easton, Pa., completed conversion of its sixth press unit to the ANPAPRESS-type anilox inking system. The start-up of this unit marked the first time an entire press line was put into operation using the ANPAPRESS™ technology in an everyday production environment.

The project was started in the spring of 1981 [presstime, March 1982, p. 42]. At that time, we had very severe inking problems on our 24-year-old Scott letterpress. Its open-fountain design, normal wear and several web-width reductions caused significant difficulties in maintaining a consistent level of inking and printing quality. In addition, excessive ink misting was an unfortunate byproduct of the traditional nine- to 10-roller ink system.

After considering the options, we decided nothing could be accomplished with the press unless we could master the inking to plate and web. We studied the ANPAPRESS design at the ANPA Research Institute in Easton and concluded that it offered relief in several key areas.

It had a relatively simple and inexpensive retrofit design with potential for good inking consistency without manual key setting by press operators. It potentially could significantly reduce newsprint waste, power consumption and staffing. Changing from a nine-roller system to a three-roller system also gave hope for a reduction in ink misting.

Nevertheless, there were many questions about the viability of moving a prototype lab design to a daily production environment.

To get the answers, we set up a test-printing couple (one side of the letterpress unit). We stripped one side of a unit except for the plate and impression cylinders; the ink fountain and all other cylinders and rollers were removed.

The upper vibrating ink cylinder was sent out to have an ANPA-specified cell pattern engraved on its surface. Thus, it became an anilox cylinder.

With the help of ANPA technicians, drawings were developed to modify the basic design for our press.

A local machine shop made the new parts. New auxiliary side plates were made to serve as a mounting base for the ink-fountain pan and "doctor-blade" unit. The completed assembly consisted of the ink-fountain pan and doctor blade, an ink-applicator roller, a one-horsepower motor to drive the applicator roller, the engraved anilox cylinder and two form rollers.

Cost of the first couple was about $6,000, with our own press employees doing most of the work.

We went into production in June 1981. The third copy off the cylinder was well-inked, and that same couple is still running today, 21 months later—and still performing well.

After several months of testing, we decided to convert the entire press line. We knew we didn't have all the answers, but we felt that the design performed well enough and that with so many operational advantages, it would be worth expanding.

We thought it prudent to convert the entire press line with what we knew at that time, make whatever improvements we could as we went through the installation process, and then go back during a second phase and fine-tune the system. This is where we are now.

How has the system performed as an entire press line in a daily production environment? We think it has done very well and is getting better. We can produce a well-inked product in three revolutions of the press. With good compensator settings, we can get a saleable paper after only 20 copies are run off on the first start-up of the day. No one sets ink on the converted units, including the frequent spot and multi-color running on anilox converted cylinders. Color humps, which are not converted at this time, are used only when necessary.

Air samples were taken to determine the amount of ink mist generated with the new system. Using preweighted filters, we measured an 80-percent reduction at the arch opening as compared with the old system. Calculating all points around the room still yielded an average 65-percent reduction.

Electrical power to drive the press is

Rodney is production director of The Express in Easton, Pa.

Rodney (left) and Pressroom Manager Charles G. Overbeck examine converted unit.

also down more than 30 percent during any press start-up and 15 to 20 percent at running speed.

During the conversion process, we encountered several problems that we are now attempting to solve. One developed from "experimenting" with different cell configurations and with chrome and tungsten carbide surface coatings. This led to slight discrepancies in web-to-web ink density.

Another aspect of the same problem was an inconsistent pattern of doctor-blade wear. The job of the doctor blade is to scrape off all excess ink from the anilox cylinder except that which is contained in the engraved cells. Blade wear, if excessive, can lead to ink's passing through the blade, causing an undesirable increase in density.

The density problem created more variations in inking than we thought was acceptable for a keyless system.

Since February, we've been concentrating on the doctor-blade wear problem; we found excessive newsprint and lint contamination in the ink fountains to be the primary culprit. Ironically, this was due to the reduction of ink mist to a point where newsprint dust in the pressroom is now a problem.

We recently have applied filtration and fountain covers to one couple. And even with this relatively crude experimental system, we gained immediate improvement. We now are averaging more than a million impressions per blade and are holding density shift to four points gain as measured by a densitometer, from start to finish of a blade cycle.

We think that further filtration improvements in a final production design will provide additional gains in doctor-blade wear. Our final fountain design also will provide a self-contained system for automatic filling, leveling and filtration—making a completely automatic system.

We also are standardizing the engravings on our cylinders to bring more uniformity to the inking.

The combination of these two changes should give us consistent density, web to web, every day, with no operator attention. Blades should last up to two million impressions and be on a predictable maintenance schedule. The carbon steel blades we use cost about $8 each.

As a side benefit of the ANPAPRESS conversion, we gained considerable flexibility in color positioning and color quality. Any cylinder can be a color cylinder simply by changing the ink in the fountain.

We leave two cylinders set up at all times so we can gain immediate color on start-up and keyless inking of color during the run. On process color runs, we use these two positions to print cyan and yellow with magenta coming off a standard color hump.

Now that we have completed our conversion, we feel the ANPAPRESS anilox design has given us a reliable, economical and relatively simple system for letterpress printing. Reproduction has improved because pages are now more consistently inked to our desired density. Our goal is to print every page within a density of 1.00 to 1.05 using a reflection densitometer.

In February, we produced a 160-page "Progress Edition" (in two 80-page press runs) with minimal staffing on press and with excellent results. This was the largest edition we had run with all anilox printing, and we were quite satisfied.

As part of the project to optimize results with the ANPAPRESS system, we have experimented with water-base inks with encouraging but not conclusive results. We also continue to test other inks looking for any improvement in halftone reproduction, rub-off or showthrough. An anilox design for our color humps stands high on our priority list, so that all color and all black printing is accomplished with no manual ink setting.

There are still unknowns in the marriage of flexography to newspaper printing. We learn a little more each day. Overall, we've improved the press from what it was, and we think we're well on the way to an economical way of producing an exceptional letterpress product. ☐

Dow Jones, Triple-I team up

Wall Street Journal to go from computer to plate

Dow Jones & Co. Inc. and Information International Inc. have announced they will develop direct computer-to-plate production for The Wall Street Journal and Barron's, the weekly business and financial tabloid.

The project will lead to a prepress production system in which editors' pagination computer terminals will be connected electronically to the platemakers in Dow Jones' 17 domestic printing plants.

Traditional composing, camera and stripping work will be eliminated. Dow Jones said the time savings will allow accommodation of later-breaking news and advertising.

Dow Jones' engineering manager, Charles F. Russell, said the company does not yet know what the final cost of the project will be. The Information International Inc., or "Triple-I," system may be a little more expensive than those of other firms developing similar systems, he said, but it is most compatible with existing Dow Jones equipment.

Even though the computer-to-plate system will be able to handle artwork and halftones in addition to copy, Russell said "there are no plans at this time to change our format at all." The Wall Street Journal does not run photographs in its news columns while Barron's does.

Both Dow Jones and Triple-I have assigned technical teams to the project. Triple-I's team will design a newspaper pagination system that will process data for full-page recording on Dow Jones platemakers. Composed pages will continue to be transmitted via satellite to the remote printing plants.

The Dow Jones team will modify proprietary Dow Jones laser scanners and platemakers so that they can store the data and record it directly onto printing plates. The process will take one minute per page, Triple-I said.

Dow Jones said all its plants will be outfitted by 1985.

The first newspapers to implement computer-to-plate-printing technology, The Daily Press and The Observer-Dispatch of Utica, N.Y., use equipment manufactured by the EOCOM Corp. and Hastech Inc. [presstime, Feb. 1983, p. 49].

See brighter days ahead

After lean years of recession, typesetter suppliers regroup

By Paul Kruglinski
presstime technical writer

Like many durable goods producers, nearly all of the phototypesetter equipment manufacturers have felt the pinch of the recession. But after three poor years companies such as Compugraphic, Mergenthaler and Itek expect a sales upturn in the near future.

The companies' recent financial problems, along with management changes and policy shifts, have created some concern in the newspaper business regarding those vendors' service support for and research and development in phototypesetting equipment.

The typesetting manufacturer that has caused the most concern of late is Compugraphic Corp. In January 1982, the firm announced it was "retiring" service on some of its older equipment. A reported loss of $6.6 million for the previous fiscal year compounded the situation.

According to some technical experts, the company ran into two problems: It expanded its marketing outside of its successful cold-type product line into more competitive areas, and it produced, ironically, equipment that was too well built. Users kept equipment far beyond the designated life of the machines. Getting parts became a substantial problem.

"Some of the equipment is seven or eight years old," says Robert Pavin, Compugraphic's manager of marketing communications, "and many of our parts subcontractors are either no longer around or not making those parts."

The parts problem caused enough concern in the newspaper business to prompt ANPA Vice President/Technical William D. Rinehart and others to arrange a meeting with Compugraphic officials last May [presstime, June 1982, p. 41]. In that meeting, the officials assured Rinehart that the company would continue servicing the equipment until Feb. 1, 1983, and on a "best effort" basis thereafter.

ANPA technical specialists say the parts problem at Compugraphic points up the need for electronics equipment purchasers to plan equipment depreciation schedules on a five-year basis. Virtually all electrical equipment becomes obsolete in five years—sometimes sooner—because of the rapid technological advances in electronics.

Pavin says Compugraphic is still stripping and refurbishing parts from equipment that is traded in. At the present time, he adds, the firm does not anticipate retiring service on any other equipment, and it is now marketing modularized equipment that can be easily updated with newer technology.

The company also seems to be on the financial rebound since Belgium-based Agfa-Gevaert purchased a controlling interest in it in October 1981. A recent issue of 2.5-million shares of stock allowed Compugraphic to decrease its long- and short-term debt. For its first quarter ending Dec. 31, Compugraphic reported net earnings of $1.3 million on sales of $71.9 million, up 49 percent from the same period last year.

Elsewhere, Mergenthaler Linotype—in addition to recession-related problems—has experienced some policy changes since its acquisition by Allied Corp. in 1979.

Allied spokesman Dennis Signorovitch says Mergenthaler's European staff was reduced, and Linotype-Paul Ltd., Mergenthaler's British R&D division that developed the successful Linotron 202, eventually will be closed. But Signorovitch says Allied will not significantly alter Mergenthaler's operations, other than concentrating software R&D in Melville, N.Y., and moving both hardware R&D and manufacture to Europe.

"We're going to have the engineering on the front-end systems in the States and the hardware engineering in Germany," Signorovitch says. "There is going to be a next generation of Mergenthaler products, but it will be built in Germany."

Signorovitch called the Linotron 202 "our bread-and-butter product. It's been a winner, and you don't walk away from winners."

Itek is another company that has been affected by management problems. In the fall of 1981, Itek management predicted much success for its Composition Systems Division, which makes the Quadritek typesetter. By the following May, though, Itek purged the division's management and reorganized operations.

Robert Smith, formerly of Mergenthaler but now vice president of that Itek division, says the personnel changes reflected Itek's desire for "concentrated management" within the division. And Smith reports that under the revised setup, "We've had substantial success with the Quadritek. We sold twice as many last year as the year before." □

All good things must come to end, like ink discount

Domestic newspaper ink manufacturers have discontinued a 10-percent "allowance," or discount, that had begun four months earlier [presstime, Jan. 1983, p. 42].

Without the discount, tank-truck prices are generally 30.75 cents per pound for letterpress black, 46 cents for offset black. Those prices date from October 1980.

The end to the ink discount will mean a 2.5-cent increase per pound in the price of ink for larger newspapers.

The return to last fall's price levels was not unexpected. Sources in the newspaper business said they had expected it to happen earlier than it did.

The sources attributed the discount to an OPEC-like pricing situation, where there was a soft market for ink compounded by more chemical companies producing ink products.

An ANPA study shows that letterpress newspapers use about 34 pounds of ink per ton of newsprint and offset newspapers use 24-26 pounds per ton. □

New ANPA research facility nears completion in Reston, Va. See story, p. 60.

Writers find bonanza in search abilities of computers at Boston Globe, NY Times

What do athletes' high salaries and Palestinian refugee camp massacres have in common? They're both "obscene," in the non-sexual sense.

And how are "Linda Ronstadt's 'new wave' album" and a "no-first-use nuclear weapons policy" alike? They're both "controversial."

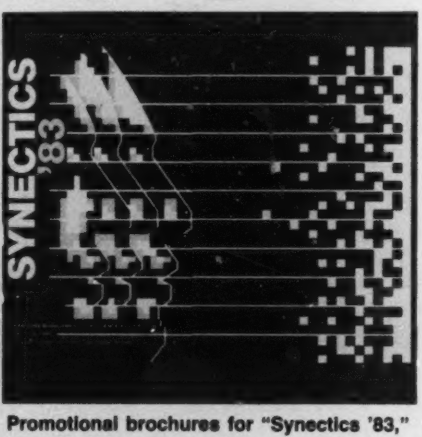
These are just some of the findings editors have made with inventive use of computer storage systems for editorial analysis.

Michael Kenney, a columnist and editorial writer at The Boston Globe, two years ago began a weekly editorial-page item called "Glossary." It examines use of the English language. Part of each column deals with specific words.

In preparing one of his first columns, Kenney recalls, he visited his newspaper's computerized library and asked, "Is there any possible way that I can do this" with the machine? The librarian said "'Yeah, sure,' and in 30 seconds she showed me how to use the thing."

Ever since, Kenney systematically has used his newspaper's library computer to search for key words. It's a simple task: He just asks the computer to call up all the times a certain word has been used.

For example, Kenney's column of March 21 dealt with the word "obscene." He found that it was used in 400 Globe stories from 1980-1982.



Promotional brochures for "Synectics '83," the ANPA Operations Management Conference and Exposition, have been mailed. The Conference and Exposition will be June 11-15 in Las Vegas, Nev.

Previously, he found that the word "awesome" appeared in the Globe about 2,000 times from 1977-82. About a third of the time it was on the sports pages, Kenney wrote, "where it has been bestowed on the Celtics' passing ability, a Grete Waitz marathon ('an awesome 2:27:33'), whole squads of throwing arms, offensive lines and golfing drives.

"Elsewhere, it has defined elephants, the Alps, a local party-giver's 'range of acquaintances,' Jackie Gleason's body, the Soviet navy, various magazine circulations and television ratings and 'the awesome triumvirate of Jim Baker, Mike Deaver and . . . Ed Meese.' "

The system also has been used in the rewriting of the Globe's stylebook. Using the machine's searching capabilities, the staff found that several style proposals aren't often used in actual practice and that some style policies conflict with common usage.

Meanwhile, at The New York Times, the news staff recently used The New York Times Information Bank computer to ascertain the extent to which the word "controversial" had been used in the preceding month.

William Safire, in his "On Language" column in The New York Times Magazine, said the word had been used to describe the recording techniques of late pianist Glenn Gould, a no-first-use nuclear weapons policy, singer Linda Ronstadt's "new wave" record album and a U.S. stamp honoring St. Francis of Assisi.

"Too many reporters and editors were leaning on the word as a crutch," Safire said. They were "unwilling to say *much-criticized* and unready to let the item stand by itself without some pejorative modifier."

Despite the value of this kind of analysis, so far little of it is being done. Only 18 North American newspapers have computerized libraries that make such efforts possible [presstime, Dec. 1982, p. 4]. And most of those systems are so new that their capabilities have not been fully explored.

But as more libraries go electronic, editors at many newspapers will discover they have a new tool to use in melding a solid editorial product. ☐

Equipment for sale

Two 2414 Videosetters, Unified Composer, in good condition. Any reasonable offer. Contact Glen Cornwall, Fairbanks Daily News-Miner, P.O. Box 710, Fairbanks, Alaska 99707; (907) 456-6661.

Newspaper addressing machine: Addresses broadsheet newspapers (or tabloid with minor modifications) at 4,000 copies per hour using pressure-sensitive, one-up labels. We've used it for 10 years, and it still runs great. Full spare parts kit. $1,500. Contact Ben Myers, The Lapeer County Press, Lapeer Mich. 48446; (313) 664-0811.

Equipment wanted

Three- or four-terminal front-end system for Boston University Free Press, a five-day newspaper, published during school year, averaging 52 pages per week. The Free Press plans to replace typesetters so interface is not a problem. This might be an opportunity for a newspaper moving to another generation of front-end system or a manufacturer. The Free Press is willing to negotiate payment. Contact Michael Mead, executive vice-president and co-publisher, Times Publishing Co., Times Square, W. 12th and Sassafras St., Erie, Pa. 16534; (814) 456-8531.

Abdul Hameed, a Pakistani newspaperman, is in urgent need of printing equipment including a small press and typesetting machines. He will pay for crating and shipping and will come to the United States immediately to make arrangements.

Also, a small press, preferably offset, is needed for a weekly, 20-page tabloid newspaper in St. Vincent in the Caribbean.

Also, Linotype Comet 300 parts: 07-8437-02 upper heater; 221-250v., micro-therm; 41-2006-03 lower heater, 221-250v. This equipment is needed by Aoura Printing Works Ltd., publisher of The Pioneer in Kumasi, Ghana.

Equipment contributed to the World Press Freedom Committee qualifies as a tax deduction under the Internal Revenue Code. For further information, contact George Beebe, WPFC vice chairman/projects, The Miami Herald, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

Upturn forecast for newsprint

The Canadian and U.S. newsprint industries are looking forward to a better year in 1983, but reports for the first two months would suggest otherwise as shipments and mill operating rates sank below 1982's subpar levels.

The Canadian Pulp and Paper Association expects overall newsprint shipments will rise about 5 percent in 1983 above last year's approximately 8 million metric tons. 1982 shipments were down 9.5 percent from 1981.

CPPA said it expects the U.S. newsprint market, Canada's largest, to grow by about 5 percent. Canadian shipments to the United States last year were down 7 percent.

Newsprint mill operating rates in Canada are expected to rise slightly, from 82 to 83 percent, still far below 1981's 94 percent.

But two-month figures show shipments from Canada down from year-before levels (see chart, next page). Canadian newsprint mills for the first two months of 1983 were operating at 82 percent of capacity, down from 95 percent for the same period in 1982.

Meanwhile, the American Paper Institute is predicting a "good" year for U.S. papermakers.

But shipments by U.S. mills for the first two months of 1983 were less than in 1982. U.S. mills were operating at 90.8 percent of capacity for those two months compared with 93 percent a year earlier.

U.S. mills' share of the domestic newsprint market continues to increase. Last year, it hit 42.9 percent, up from 42.2 percent in 1981. ☐

Kenaf growing in Africa explored

The World Bank has expressed interest in the possibility of producing paper from kenaf in East Africa.

Charles S. Taylor, project manager of Columbia, Md.-based Kenaf International, said East African countries such as Tanzania, Kenya, Malawi, Zimbabwe and Mozambique have kenaf-paper "production possibilities."

Prior to a trip to the East Africa region, World Bank officials contacted Kenaf International for information on kenaf, a fibrous plant that ANPA has studied as a possible substitute for or supplement to wood fiber in the manufacture of newsprint.

The primary mission of the World Bank, which has headquarters in Washington, D.C., is to support projects in developing countries. ☐

Newsprint notes

The president of the Canadian Paperworkers Union said it is "unlikely" that a two-year contract ratified in 1982 will be reopened by eastern Canadian unions to discuss **wage concessions.**

The union appears to be firm in holding onto the 10-percent wage increase that is scheduled to take effect May 1 [presstime, Nov. 1982, p. 42].

Last year, workers in British Columbia rejected a proposal to defer a wage increase that went into effect July 1.

• • •

Stora Kopparberg, a Swedish firm, has purchased land and is securing necessary permits to **build a newsprint mill** in Bennetsville, S.C.

The mill, which would be operated by a division of the company to be called Carolina Forest Industries Inc., would be built in two phases. Initially, the mill would include one machine with an estimated annual capacity of 180,000 metric tons. A second machine of the same capacity would be added later.

According to a state official, Stora will proceed with the construction when the market improves [presstime, June 1981, p. 57].

• • •

NBIP Ltd. has **started up the second newsprint machine** at its Dalhousie, New Brunswick, mill.

It culminates a $158-million rebuilding of the two machines. NBIP is jointly owned by CIP Inc., Oji Paper Co. Ltd. and Mitsui & Co. Ltd.

Meanwhile, Consolidated-Bathurst Inc. started up its rebuilt newsprint machine at Shawinigan, Quebec. Work on the machine and auxiliary departments at the mill began in August 1981 [presstime, Jan. 1983, p. 44].

• • •

Delay in getting federal and provincial grants for building a 160,000 metric tons-per-year newsprint mill in Matane, Quebec, arises from concern that the market in the next few years **may not support the mill.**

The project, a joint venture of F. F. Soucy Ltd. and Quebec government-owned Rexfor, was to have been started last fall [presstime, Jan. 1983, p. 44]. ☐

Financial reports of paper companies, 1982 vs. 1981

Net Income (In thousands of dollars)

	1982	1981	% Change
Abitibi-Price Inc.	$58,358(a)(b)	$129,852(a)(b)(c)	-55.1
Boise Cascade Corp.	7,250(a)(b)	120,080	-94.0
British Columbia Forest Products Ltd.*	(61,000)	17,200	--
Consolidated-Bathurst Inc.*	53,406	112,063(a)	-52.3
Crown Zellerbach Corp.	(112,200)(c)	75,300(a)	--
Crown Zellerbach Canada Ltd.*	(23,300)	17,100	--
Domtar Inc.*	(1,600)	63,600(a)	--
Donohue Inc.*	16,500	24,900	-33.7
Great Lakes Forest Products Ltd.*	18,552	81,021(c)	-77.1
Great Northern Nekoosa Corp.	78,500(c)	95,000	-17.4
International Paper Co.	171,800(a)	525,000(a)(b)	-67.3
Kimberly-Clark Corp.	197,400	204,700	-3.6
MacMillan Bloedel Ltd.*	(57,300)	3,300(a)	--
Publishers Paper Co.	(11,600)	(1,600)	--
St. Regis Paper Co.	45,028(b)	176,865	-74.5
Southwest Forest Industries	(27,389)	18,420(a)	--
Weyerhaeuser Co.	169,000	228,000	-25.9

(a) including extraordinary gain

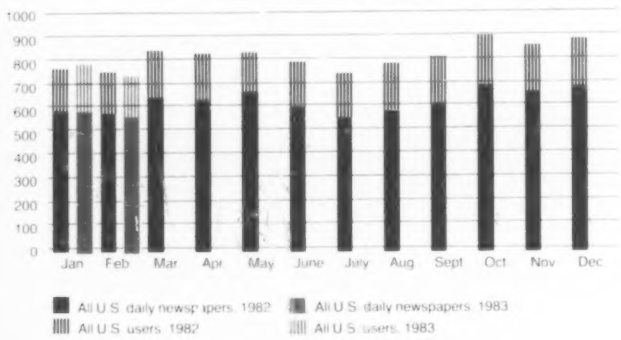
(b) including extraordinary loss

(c) restated

* Amount shown in Canadian dollars

( ) = loss

Estimated newsprint consumption, 1982-83
(thousands of metric tons)



1983 consumption has ups and downs

The estimated consumption of all users decreased 1.7 percent in February compared with February 1982. That followed an increase of 2.3 percent in January compared with the previous January. For the two months combined, consumption was up 0.3 percent.

For U.S. daily newspapers, consumption declined 0.7 percent in February after an increase of 3.2 percent in January. For the first two months of the year, it was up 1.2 percent.

Estimated consumption of all U.S. daily newspapers[1]

Region	**December 1982**	**December 1981**	**% Change**
Northeast	166,915	162,933	+2.4
North Central	153,049	150,927	+1.4
South	227,848	222,059	+2.6
West	154,072	152,807	+0.8
Circulation size			
up to 25,000	70,309	65,881	+6.7
25,001-100,000	129,861	125,156	+3.8
Over 100,000	501,714	497,689	+0.8
December totals	701,884(r)	688,726	+1.9(r)
Twelve-month totals	7,758,830(r)	7,907,644	-1.9(r)
Region	**January 1983**	**January 1982**	**% Change**
Northeast	151,045	145,756	+3.6
North Central	131,755	132,285	-0.4
South	196,397	185,055	+6.5
West	139,445	137,142	+1.7
Circulation size			
up to 25,000	52,261	49,446	+5.7
25,001-100,000	115,300	112,519	+2.5
Over 100,000	451,681	438,273	+3.1
January totals	619,242	600,238	+3.2(r)
One-month total	619,242	600,238	+3.2(r)
Region	**February 1983**	**February 1982**	**% Change**
Northeast	143,558	145,318	-1.2
North Central	124,178	125,754	-1.3
South	186,707	186,525	+0.1
West	131,424	132,573	-0.9
Circulation size			
up to 25,000	48,429	51,140	-5.3
25,001-100,000	112,487	109,461	+2.8
Over 100,000	424,951	429,569	-1.1
February totals	585,867(p)	590,170	-0.7(p)
Two-month totals	1,205,109(p)	1,190,408	+1.2(p)

Estimated consumption of all U.S. users

	1982	**1981**	**% Change**
December totals	908,000(r)	892,000	+1.8(r)
Twelve-month totals	10,115,000(r)	10,164,000	-0.5(r)
	1983	**1982**	**% Change**
January totals	808,000(r)	790,000	+2.3(r)
February totals	761,000(p)	774,000	-1.7(p)
Two-month 1983 totals	1,569,000(p)	1,565,000	+0.3(p)

Production

	Canada	**U.S.A.**	**North America**
January 1983	684,993	403,060	1,088,053
January 1982	780,763	415,120	1,195,883
February 1983	653,502	378,048	1,031,550
February 1982	716,646	377,717	1,094,363
Increase or decrease	-63,144 -8.8	+331 +0.1	-62,813 -5.7
Two months 1983	1,338,495	781,108	2,119,603
Two months 1982	1,497,409	792,837	2,290,246
Increase or decrease	-158,914 -10.6	-11,729 -1.5	-170,643 -7.5

Shipments

From Canadian mills	**U.S.A.**	**Canada**	**Export**	**Total**
January 1983	444,901	68,022	90,699	603,622
January 1982	493,687	81,192	95,038	669,917
February 1983	445,623	69,850	89,618	605,091
February 1982	494,169	84,195	118,034	696,398
Two months 1983	890,524	137,872	180,317	1,208,713
Two months 1982	987,856	165,387	213,072	1,366,315
Increase or decrease	-97,332 -9.9%	-27,515 -16.6%	-32,755 -15.4%	-157,602 -11.5%
From U.S. mills				
January 1983	350,726	----	19,475	370,201
January 1982	375,722	----	30,676	406,398
February 1983	334,826	----	15,141	349,967
February 1982	354,319	----	21,934	376,253
Two months 1983	685,552	---	34,616	720,168
Two months 1982	730,041	----	52,610	782,651
Increase or decrease	-44,489 -6.1%	--- ---	-17,994 -34.2%	-62,483 -8.0%
From North American mills				
January 1983	795,627	68,022	110,174	973,823
January 1982	869,409	81,192	125,714	1,076,315
February 1983	780,449	69,850	104,759	955,058
February 1982	848,488	84,195	139,968	1,072,651
Two months 1983	1,576,076	137,872	214,933	1,928,881
Two months 1982	1,717,897	165,387	265,682	2,148,966
Increase or decrease	-141,821 -8.3%	-27,515 -16.6%	-50,749 -19.1%	-220,085 -10.2%

Stocks

U.S. publishers[2]		**(Days' supply on hand)**	**(Days' supply in transit)**
January 1983	800,663(r)	41	5
January 1982	981,545	48	9
February 1983	826,725(p)	40	6
February 1982	1,038,360	51	8
Canadian mills			
January 1983	331,166	--	--
January 1982	304,211	--	--
February 1983	379,577	--	--
February 1982	324,980	--	--
U.S. mills			
January 1983	119,268	--	--
January 1982	46,365	--	--
February 1983	147,349	--	--
February 1982	47,829	--	--

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised (p) = preliminary

BEST AVAILABLE COPY

Some unions make concessions during tough economic times

By Clark Newsom
presstime labor writer

During the recent recession, unions representing workers at more than 60 U.S. and Canadian newspapers have granted concessions to management.

The so-called "give backs"—including wage increases, benefits and procedural rules—have helped companies save millions of dollars and thereby preserve jobs and in some cases the newspapers themselves.

For the newspaper business, labor specialists say, this is unprecedented for recessionary periods and a reflection of declining union strength and militancy.

However, concessions by newspaper unions have not been nearly so prevalent as in some other industries, such as steel, where labor negotiations are handled industry-wide and where the economy has pinched even harder. Many newspapers are not in a position to "plead poor," one management negotiator comments.

Moreover, some union leaders say the era of concessions is coming to an end.

Concessions can mean anything from a wage freeze to a union's agreement to supply straight-time journeymen and to allow more part-time help

The well-publicized concessions by unions at the New York Daily News and The Boston Herald have helped to keep those newspapers in business.

But concessions at The Bulletin of Philadelphia, The Cleveland Press and The Washington Star did not save those papers.

In addition, the refusal of unions to grant all of the concessions demanded by Rupert Murdoch, the prospective buyer of the Courier-Express in Buffalo, N.Y., sealed the folding of that paper last September.

The Guild unit at the Buffalo Evening News agreed to no wage increase in the first year of a new two-year agreement effective May 1, 1982. But Richard J. Ramsey, executive secretary of The Newspaper Guild's contract committee, points out that the agreement was made before the Courier-Express folded.

"The publisher demonstrated to the unions that the News was not financially well-off," Ramsey says. "All of the other unions had agreed to a freeze. If anyone could have predicted the events of last September (the closing of the Courier-Express), then it may have been different."

The Oakland agreement. The most recent concessionary situation is at The Tribune of Oakland, Calif., where Editor and Publisher Robert C. Maynard is seeking to acquire the newspaper from Gannett Co. Inc. The sale hinges on Maynard's obtaining concessions from the six unions at the paper [presstime, March 1983, p. 50].

All of the unions have ratified a tentative agreement that would save the paper "more than $10 million over five years," according to Larry A. Frankel, the Tribune's general counsel and industrial relations director. Approval by Gannett and other lenders will be required before the agreement becomes effective.

Under the agreement, labor contracts that expired Dec. 31, 1982, would be extended through Dec. 31, 1987. Wages would be frozen until July 2, 1984, when there would be a 6-percent increase. Identical increases would be implemented in 1985, 1986 and 1987.

A profit-sharing plan would give all permanent employees 25 percent of any annual after-tax profits in excess of $2.5 million.

Other cutback provisions include a one-week, across-the-board vacation reduction starting next year. The maximum currently is five weeks after five years' service.

Five of the unions agreed to "specific relief" in their contracts. For example, the Teamsters agreed to a conversion from juvenile to adult carriers that would eliminate about 50 circulation district managers.

In reaching the agreement, the Tribune worked with auditors selected by the unions.

"This has been a cooperative endeavor," Frankel says. "It's different than elsewhere because we did not seek widespread staff reductions."

Wickersham addresses GAIU conference.

Local conditions apply. As evidenced by the Oakland situation, union concessions in the newspaper business are determined by local conditions. Even an unusually bad local economy may not translate into union concessions. Witness Michigan, one of the states hardest hit by the recession.

Roger C. Schoemaker, director of employee and labor relations for the Newhouse Newspapers-owned Booth Newspapers Inc., reports that since November he has negotiated 14 new labor agreements at the group's eight Michigan dailies with no concessions from the unions.

And a year ago, unions representing employees of the Detroit Free Press and The Detroit News rejected the newspapers' request to reopen their labor contracts because of the sagging economy.

In Canada, the Guild refused to give any concessions in a new contract with The Globe and Mail of Toronto even though an arbitrator recently found the newspaper had financial problems stemming from the poor economy [presstime, March 1983, p. 48].

David J. Winkworth, manager of the Publishers Bureau of New Jersey—an organization that advises newspapers on labor matters—says that he has not noticed any widespread willingness on the part of unions in Eastern Pennsylvania and New Jersey to make concessions despite the lackluster economy there.

In the region the Publishers Bureau serves, the only concessions have come at The York (Pa.) Dispatch, the York Daily Record and The Herald News of Passaic, N.J.

Locals of the Guild, International Typographical Union and the International Printing and Graphic Communications Union agreed last year to one-year wage freezes at the two York dailies, as did IPGCU, ITU and Teamsters locals in Passaic. "The unions realized the (Passaic) newspaper was having financial difficulties," Winkworth says.

In addition to wage moratoriums at seven other newspapers reported earlier [presstime, Jan. 1983, p. 37], a new three-year agreement between the Eugene (Ore.) Register-Guard and the IPGCU, effective Nov. 21, 1982, freezes wages, pension contributions and group insurance provisions at the expired contract rate until Nov. 20, 1983.

Paul J. Lizundia, secretary of the labor-oriented Pacific Northwest Newspaper Association in Portland, Ore., notes that the unions there and at some other dailies in the Northwest agreed to freezes to preserve jobs.

Unions are allowing use of more part-time workers in some mailrooms.

"The publishers are telling the unions that if they insist on wage increases in the face of declining ad revenues, they (the publishers) will be forced to look at layoffs. If payroll costs can be kept at the present level, layoffs may be avoided."

Lizundia notes that in addition to wage moratoriums, a two-tiered wage structure is emerging in ITU contracts that provides for a lower wage scale for new hires. "New job classifications are being created at 60 percent of the journeyman scale," he says.

This is illustrated by an ANPA Labor and Personnel Relations Department study of variable wage rates in ITU composing rooms. Thirty-nine newspaper companies in 26 states have negotiated variable rates. For example, at The Beacon-News in Aurora, Ill., "typographical associates" start at 40 percent of the journeyman scale and reach 70 percent after three years. In the mailroom of The Fresno (Calif.) Bee, the starting wage is 60 percent of journeyman scale.

Another concession has been union agreement to use more part-time workers in some segments of the newspaper business. This, of course, reduces fringe-benefit costs plus overtime pay.

"The advent of an ever-increasing number of preprinted advertising supplements for distribution in the daily and Sunday newspaper has further aggravated the imbalance of total pages in the daily newspapers from day to day, accentuating the need for part-time employees to handle the peak work demands," notes Charles Cole, ANPA manager/labor relations.

"Recent contract settlements at larger newspapers, such as in Salt Lake City and Wichita, Kan., have given management the right to employ part-timers in the mailroom—a right enjoyed by many smaller papers for many years," Cole adds.

The outlook. As the economy improves, unions can be expected to resist management demands for concessions.

For example, Leon M. Wickersham, executive assistant to the president of the Graphic Arts International Union, is taking a hard line against them. "Some employers are asking for things back, such as double time on Saturday, or trying to divert cost-of-living increases to other things, such as medical premiums," he says.

"Some of our locals have relaxed overtime provisions. I'm telling them that once you give it away, you kiss it goodbye. If you give a 35-hour workweek away and go to 37½ hours, you'll never go back to the 35-hour week."

Wickersham adds, "What locals should do is try to negotiate a contract in bad times that they can live with in good times."

But some newspaper labor relations specialists say that in certain instances, publishers will continue to insist on concessions, which they view as "getting back what they should never have given up years before," as one observer puts it.

And ANPA's Cole says there is a clear trend toward fuller exercise of management rights permitted by contract and "cleaning up bad work habits." □

Guild ratifies UPI contract; rejects AP's

Members of the Wire Service Guild of New York City voted 372-69 to ratify a new three-year labor contract with United Press International.

But the membership voted 379-50 to reject a new two-year contract proposed by the Associated Press.

The voting was conducted by mail ballot, and results were announced March 14. The Wire Service Guild is Local 222 of The Newspaper Guild.

The new UPI pact, which had been tentatively agreed to Jan. 12 [presstime, Feb. 1983, p. 37], will succeed one that expires April 15. It will raise the top minimum wage for reporters and photographers with six years' experience from $512.85 to $645.56 in October 1985.

UPI also agreed to establish a profit-sharing plan that could boost the pay of all employees by $5 a week in 1985 if the company shows a profit in 1984.

The contract for the first time contains a "fair share agency shop" clause under which all employees must pay an amount equivalent to union dues to the Guild each month. Employees, however, still will not be required to join the Guild.

A joint union-management committee will be established to provide employees with a voice in the company's operations.

The union agreed to share on a 50-50 basis any increase in health insurance costs over the term of the agreement.

All employees will receive an additional annual personal holiday, raising the annual total to 12. The Guild agreed to give up two holidays in the first year to help the company reduce costs.

At the AP, the current top minimum weekly salary is $533.50, to which are added geographic differentials of between $15 and $30. In the two-year contract proposal rejected by the Guild membership, the AP offered a $26.50 increase the first year and $26 in the second year.

"Our position is unchanged," said Thomas F. Pendergast, vice president and director of personnel and labor relations.

The old contract expired Dec. 31. ☐

Federal judge finds no evidence of bias in paper's firing of woman reporter

An employment discrimination suit filed against the Kingsport (Tenn.) Times-News by a fired reporter has been dismissed by a federal judge.

Gene M. McClelland, 53, had charged the newspaper with sex discrimination under Title VII of the Civil Rights Act of 1964 and with age discrimination under the Age Discrimination in Employment Act of 1967. She also alleged that the daily paper had violated contractual rights spelled out in an employee manual. She sought back pay and unspecified damages on all three claims.

The case was tried without a jury in U.S. District Court in Greeneville, Tenn. Judge Robert W. Hemphill found that McClelland was discharged because of her poor job performance.

McClelland had been hired in 1964 and was discharged July 16, 1981. At the time of her discharge, she covered community news in Scott County, Va., and religious news. During her 17 years at the paper, she also had worked as a feature writer and general assignment reporter.

"In her own testimony," Hemphill noted, "she admitted that she experienced employment difficulties which had their genesis in her productivity and writing style as well as internal communications problems. At no time did she testify that her employment problems had their basis in her sex or age, as alleged in her complaint."

As to contractual departures from the employee manual, Hemphill found that the newspaper had followed guidelines in the manual. "Specifically," he said, "the series of consultations, memos, criticisms and reprimands indicate that management was trying to help plaintiff deal with her alleged shortcomings.

"In addition, plaintiff had been transferred around the news department in an effort to find a niche in which management thought she could adequately perform, but none was found."

(McClelland v. Kingsport Publishing Corp., USDC Tenn. Northeastern Div., CA No. 2-82-128) ☐

NLRB upholds dismissal of reporter

The NLRB has affirmed the findings of an administrative law judge that upheld The Times Leader of Wilkes-Barre, Pa., in the firing of a reporter for advertising in a union-sponsored competing paper.

The employee, Dorothy Kay Martin, had placed a display ad in both The Times Leader and the unions' paper, the Wilkes-Barre Citizens' Voice, promoting a food-stand business she operated at a nearby resort. She was discharged for aiding a competitor.

The board agreed with the judge that placement of the ad was not an activity protected by the Taft-Hartley Act [presstime, Dec. 1982, p. 35].

(Wilkes-Barre Publishing Co. and Martin, 266 NLRB No. 87) ☐

Recent contract settlements

Buffalo (N.Y.) Evening News, Guild: Two-year agreement covering employees in circulation, editorial, inside-classified advertising and the library; retroactive to May 1, 1982.

Rocky Mountain News, Denver, Guild: Three-year agreement covering paper handlers and business office, editorial, circulation, classified advertising and building maintenance employees; retroactive to Oct. 23, 1982.

Houston Chronicle, Houston Post, ITU: Three-year agreement covering composing room employees; retroactive to Jan. 1, 1982.

Toronto Star, Guild: One-year agreement covering advertising, building maintenance, business office, circulation, data processing, editorial and library employees; retroactive to Aug. 1, 1982.

Vancouver (British Columbia) Province and Sun, GAIU, Guild, IPGCU, ITU, Mailers: Two-year agreements covering white-collar and production employees; retroactive to March 1, 1982.

(Details in March 1983 ANPA Labor & Personnel Relations Letter.)

NLRB orders daily to bargain with ITU over first contract

The Medina County (Ohio) Gazette is appealing an order of the National Labor Relations Board directing the newspaper to bargain with Cleveland Typographical Union No. 53.

The case stems from a 1981 NLRB election in which a unit of all full-time and regular part-time mechanical and nonmechanical employees voted 38-37 in favor of representation by the union.

The newspaper has refused to bargain on grounds that the bargaining unit is inappropriate because it includes editorial personnel who are supervisory and professional employees.

The board said that the issues raised by the publisher should have been resolved at a hearing that preceded the election. In the absence of newly discovered or previously unavailable evidence, it refused to reexamine the original determination of the appropriateness of the unit.

The Gazette's appeal is before the 6th U.S. Circuit Court of Appeals.

(Medina County Publications Inc. and Cleveland Typographical Union No. 53, 263 NLRB No. 149) ☐

Court upholds discharge of UPI photographer

The court-ordered reinstatement of a United Press International photographer and his award of damages because of alleged discrimination has been overturned by the Minnesota Supreme Court.

In 1981, a Hennepin County District Court jury in Minneapolis awarded James Hubbard $115,000 in punitive damages and $42,500 in actual damages to compensate him for mental distress [presstime, Feb. 1981, p. 39]. Hubbard charged that he was discriminated against after he informed company officials of his treatment for alcoholism.

The state's Supreme Court ruled that UPI had "legitimate, non-discriminatory reasons" for firing Hubbard. It found he was discharged for inadequate overall job performance.

Hubbard returned to work Jan. 5, 1981, and is in UPI's Washington Bureau. ☐

Arbiter reinstates reporter discharged for doing 'favors'

The discharge of a San Francisco Examiner reporter for passing information from police contacts to a "well-known local madam" has been converted to a six-and-a-half-month suspension without pay by Arbitrator Sam Kagel.

Following the arrest of the madam on March 11, 1982, editors found out that the reporter had made inquiries to the police department for information she sought. He admitted relaying the information to her as a "favor" but emphasized he received nothing in return.

Kagel said after an earlier incident involving the grievant, he "must have known or should have known that the past practice of doing 'favors' was not going to be tolerated by the newspaper."

That earlier incident took place in 1977. As a favor, the grievant had given police officers opposed to San Francisco's then-police chief pictures of the chief taken by a free-lance photographer at a "Hookers' Ball."

Following the 1977 incident, the veteran of 30 years on the police beat was placed on general assignment.

Following the 1982 incident, he was fired.

In the arbitration proceeding over the firing, a management representative testified that it was made clear in 1977 that the grievant's actions had endangered the integrity of the paper and had made it impossible to keep him in a position to report on police matters.

The grievant was represented by the San Francisco-Oakland Newspaper Guild.

Kagel said it was clear that standards of the past, "namely, of doing 'favors' for persons who may be in the police department or for persons involved in crimes," were no longer acceptable.

He said the Examiner had the "absolute right" to set ethical standards, "but such standards should be made known in some written form, at least by guidelines," to the reporters.

"In short," Kagel said, "reporters are entitled, in the first instance, to know what standards they are expected to observe since these ethical standards, in part at least, are important changes from previously accepted standards."

He said the grievant apparently "failed to understand" the changing standards.

Kagel ruled that the reporter was not entitled to back pay from the date of his discharge, March 16, 1982, through Sept. 31. Back pay was awarded from Oct. 1 to the date he returned to work. The arbitration award was made Dec. 22. ☐

Award upholds newspaper on scheduling

An arbitrator has ruled that the The Denver Post did not breach a labor agreement by rotating pressmen for lunch breaks while the presses continued to run.

The dispute with Newspaper Printing Pressmen's Union No. 22 arose from the company's decision to reschedule lunch breaks as a result of the conversion of the Post to an all-morning newspaper on June 6, 1982.

Prior to that time, the presses were either shut down during an unpaid, 30-minute lunch break, or they ran through the lunch period and the pressmen were paid time and a half for the 30 minutes.

Because of new production requirements resulting from the conversion, the company elected to keep the presses running through the lunch period and rotated pressmen two at a time for lunch. They were not paid for the lunch break.

At issue was whether the new scheduling of the lunch break violated a past practice and a recognized "crew concept" that required the company to keep all pressmen working at premium pay whenever the presses were kept running through the lunch period.

Arbitrator Frank T. Grassy ruled that in light of the parties' 1976 contract negotiations that had eliminated specific manning provisions and had supplemented a broad management-rights clause, the company did not violate the contract.

"The alleged custom or past practice regarding the paid lunch period is not of a nature to make it an unwritten part of the agreement," he said. ☐

AFL-CIO labels Cap Cities 'unfair'

A nationwide boycott of Capital Cities Communications Inc., owner of the Kansas City Star and Times, has been ordered by the Executive Council of the AFL-CIO.

The parent company was added to the AFL-CIO's "unfair list" at the request of the International Typographical Union, which alleges that the Kansas City papers have "stalled" negotiations for a new labor agreement for more than four years.

The council urged all union members and pension funds that own Capital Cities' stock "to assist the ITU in bringing this issue to a vote of the corporation's shareholders."

The ITU recently retained the consulting services of the Washington, D.C.-based Kamber Group to design an "informational" campaign to put pressure on the company to come to an agreement with the union [presstime, Feb. 1983, p. 34].

Kamber said it has formed a "Fair Contract Committee" of "prominent national and Kansas City area leaders."

It claimed the effort has "attracted extensive local support" in the Kansas City area, but James H. Hale, publisher and chairman of the board of the Kansas City Star Co., said he has seen no evidence of such support.

Capital Cities publishes seven other dailies, 23 weekly community newspapers, three shopping guides and 36 specialized publications. ☐

NLRB excludes ad job from bargaining unit

The NLRB's acting regional director in Seattle has dismissed a petition by the Pacific Northwest Newspaper Guild for clarification of its bargaining unit at The Tacoma (Wash.) News Tribune. The union had sought inclusion in the unit of an advertising department "account development manager."

Acting Regional Director George L. McCargar agreed with the newspaper that the position is filled by a managerial employee who does not share a "community of interest" with the other employees in the unit.

(Tribune Publishing Co. and Pacific Northwest Newspaper Guild, Local 82, Case No. 19-UC-344) ☐

Board finds demotion unlawful

The Ontario Labor Relations Board has ordered The Evening Tribune in Welland to find a comparable position for a district editor the board found had been unlawfully demoted because of his union activity.

The newspaper maintained that the editor, Ted Thurston, had not been demoted but reassigned at no cut in pay because he was not performing well as a district editor. A district editor at the Evening Tribune oversees coverage of a particular geographic area.

Thurston had participated in the organization of Tribune employees by Typographical Union No. 927 and was on its bargaining committee. The union struck last Oct. 6 in a dispute over an initial contract for the newly organized employees and a renewal agreement covering composing room employees [presstime, Feb. 1983, p. 34].

During the strike, Thurston is working at a twice-a-week tabloid put out by the strikers. The Tribune is continuing publication and distribution during the strike. ☐

Jury awards $750,000 to injured pressman

A U.S. District Court jury in Washington, D.C., has awarded $750,000 to a former pressman and his wife for the loss of six of his fingers in a 1979 printing press accident at the now-defunct Washington Star.

Attorneys for David E. Major argued that a defect in design resulted in the accident in which Major caught both hands in a Goss Mark I Headliner press. The jury found that Rockwell Graphics Systems Inc., manufacturer of the press, was liable for $550,000 to Major and $200,000 to his wife. ☐

Printers file suit over closing of Cleveland Press

A group of former Cleveland Press printers has filed a suit alleging collusion between Press owner Joseph Cole and The Plain Dealer when the Press was shut down last June.

In their suit, filed in U.S. District Court in Cleveland, the printers charged that:

- Cole and The Plain Dealer violated antitrust laws by conspiring to create a monopoly. Cole agreed not to sell his paper's assets to a potential competitor of The Plain Dealer, the suit alleges.
- Cole did not fulfill his severance and vacation pay obligations to them.

The plaintiffs are asking for $40 million in damages.

The case is before U.S. District Judge Ann Aldrich.

The Plain Dealer has declined comment. ☐

Additional arbitration awards

Fredericton (New Brunswick) Daily Gleaner, ITU: Robert L. Kenny found that the installation of a video display system in the newsroom did not infringe on the union's jurisdiction.

Pittsburgh Post-Gazette, Guild: Philip W. Parkinson ruled that a photographer must either divest himself of any interest in a local fashion magazine or resign from the newspaper staff.

San Diego Union and Tribune, Guild: William Levin converted to a 60-day disciplinary suspension the discharge of a circulation district manager for admittedly lying to his supervisor and falsifying carrier contracts.

San Diego Union and Tribune, Mailers: Thomas Christopher ruled that the company did not violate the labor agreement by using an outside firm to prepare a "shopper's guide" for mail distribution to nonsubscribers.

Toronto Globe and Mail, Guild: Howard D. Brown upheld the discharge of an electrician for hitting his supervisor.

Toronto Star, Guild: D.J. Baum sustained the discharge of a delivery driver for falsifying time cards.

Toronto Star, Guild: J. W. Samuels upheld the discharge of a delivery helper for repeated tardiness and absenteeism.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center, Reston, Va.)

Newsday and ITU agree on 15-year pact

An unprecedented, 15-year labor agreement has been ratified by Typographical Union No. 915 at Newsday of Long Island, N.Y.

Previously, the longest new agreement between an ITU local and a newspaper was the 14-year contract ratified in 1970 at The Star-Ledger of Newark, N.J. Originally scheduled to expire June 30, 1984, it was extended last year to June 30, 1994.

The only other "double-digit" contracts, also with the ITU, are for 10 years each and are scheduled to expire later this decade at newspapers in Buffalo, N.Y., Dayton, Ohio, Louisville, Ky., Minneapolis, New York City, Rochester, Minn., and Schenectady, N.Y.

The Newsday local voted 70-40 on March 13 in favor of ratification.

The local represents composing room employees, including about 150 printers who under prior agreements have guaranteed, lifetime jobs.

Daniel V. Mannix, Newsday's director of employee relations, said the new contract gives the newspaper "full flexibility" in the assignment of work.

The contract, retroactive to March 1, 1983, provides for a 6.1-percent wage increase the first year and 5.9 percent the second. Future increases will be tied to whatever is negotiated with the other unions at the newspaper, excluding any increase granted a particular union for a concession in work rules.

GAIU and IPGCU will vote soon on merger proposal

The memberships of the Graphic Arts International Union and the International Printing and Graphic Communications Union will vote in late spring on a proposed merger if a current timetable is followed, according to GAIU President Kenneth J. Brown.

A final merger document was to be presented in late March to the governing bodies of the two unions [presstime, Feb. 1983, p. 38].

"After 75 years of competitive—if not hostile—relations between our two unions, we should not miss this opportunity to restructure the organizing and bargaining potential in our industry," Brown said.

Both unions report strong support at the local level for the creation of the Graphic Communications International Union, the name tentatively selected for the merged unions.

Meanwhile, merger discussions between the International Typographical Union and The Newspaper Guild are continuing at the presidential level. ITU President Joe Bingel and Guild President Charles A. Perlik Jr. met in Florida in late February in an effort to resolve a last-minute hitch in the merger process [presstime, Feb. 1983, p. 38]. No statement was issued, but an ITU spokesman said the two officials will continue to meet "as frequently as possible." ☐

U.S. judge refuses to reinstate strikers

A federal judge has denied a petition for the immediate reinstatement of employees who have been striking The News of Paterson, N.J., for more than two years.

U.S. District Judge Herbert J. Stern said the "urgency" that would justify his issuing an injunction under Section 10(j) of the Taft-Hartley Act had "dissipated."

Section 10(j) empowers the NLRB, after issuance of an unfair labor practice complaint against an employer or a union, to petition a U.S. District Court for "appropriate temporary relief or restraining order" in connection with a pending case.

The NLRB regional office in Newark, N.J., filed the petition for reinstatement of composing and editorial employees represented by Newark Typographical Union No. 103.

Earlier, an NLRB administrative law judge had recommended that the board order the reinstatement [presstime, Nov. 1982, p. 35]. The board has not yet acted on the administrative law judge's recommendation.

The strike began in February 1981 in a dispute over a new contract for the composing room workers. ☐

New labor seminar set prior to Las Vegas 'Expo'

The ANPA Labor and Personnel Relations Department will conduct a first-of-its-kind seminar preceding the ANPA Operations Management Conference and Exposition. To be held at the Conference headquarters hotel, the Las Vegas, Nev., Hilton, the June 10-11 seminar will examine the impact of new technologies and processes on labor relations.

Among the topics will be increasing productivity and reorienting contract language to give newspapers a competitive edge.

The seminar is limited to 40 participants. For more information, contact Roy W. Anderson, ANPA vice president/human resources, at The Newspaper Center, Reston, Va. ☐

NLRB elections

Bloomington (Ill.) Daily Pantagraph, Teamsters: Mailroom employees voted 26-14 against representation by Local 26 of the Teamsters.

(NLRB Case No. 33-RC-2882)

Bloomington (Ind.) Herald-Telephone, ITU: Composing room employees voted 9-4 against further representation by Typographical Union No. 854.

(NLRB Case No. 25-RD-794)

Lansing (Mich.) Suburban Newspaper Network, Guild: Employees of the five weekly newspapers voted 14-8 against representation by the Detroit Newspaper Guild. The union had sought a unit of all advertising, business office, circulation, composing and editorial employees.

(NLRB Case No. 7-RC-16797)

Morganton (N.C.) News Herald, ITU: A plant-wide unit of advertising, commercial, newsroom and production employees voted 21-18 against further representation by Charlotte Typographical Union No. 338. In 1981, the employees had voted 22-11 in favor of the union [presstime, Sept. 1981, p. 36], but a labor agreement was never negotiated.

(NLRB Case No. 11-RM-247)

Personnel relations

Time-off plans at newspapers below average

By Patricia P. Renfroe

There has been little recent expansion of holiday and vacation benefits at daily newspapers. This restraint means the newspaper business remains behind the national average in the holiday category but close to the national average on vacations.

The average number of holidays given annually by daily newspapers is six to seven, plus, in many instances, an additional day for the employee's birthday or anniversary date of employment.

According to a 1982 survey conducted in 110 U.S. cities by the Administrative Management Society, 34.9 percent of U.S. businesses responding grant 11 or more holidays. Another 22 percent grant 10 holidays; 17.3 percent, nine days; 11.4 percent, eight days; 7.2 percent, seven days; and 5.9 percent, six days.

An ANPA Labor and Personnel Relations Department review of the policies of a dozen U.S. newspaper companies with white-collar union contracts shows that over the past five years, only two companies added holidays (one each). The study also indicates little variance in the holiday policies of the 12 companies.

As for vacation benefits, the study shows that between 1977 and 1982, two companies began giving one week after six months of employment.

Among the 12 companies, the greatest difference in vacation given is that the seniority required to receive four weeks ranges from two years to 15 years. (See chart.)

The 1982 AMS survey shows that 40.6 percent of U.S. employers give three weeks after 10 years.

The fact that daily newspapers fall below the national average in the number of holidays granted may be justified if it is linked entirely to the number of days the paper is printed. Unlike other businesses, dailies cannot shut down to grant employees holidays.

Vacation benefits of selected U.S. daily newspapers

Newspaper	Service time	Vacation
Boston Globe	3-6 months	1 week
	6 months-4 years	2 weeks
	5 years	3 weeks
	8 years	4 weeks
	20 years	5 weeks
Effective 1-1-84	3 months-1 year	1 week
	1-7 years	3 weeks
Newsday, Long Island, N.Y.	6 months	1 week
	1 year	2 weeks
	3 years	3 weeks
	10 years	4 weeks
	20 years	5 weeks
Plain Dealer, Cleveland	6 months	1 week
	1 year	2 weeks
	3 years	3 weeks
	7 years	4 weeks
Pittsburgh Post-Gazette	6 months	1 week
	1 year	2 weeks
	3 years	3 weeks
	8 years	4 weeks
Seattle Times	6 months	1 week
	1 year	2 weeks
	2 years	3 weeks
	4 years	4 weeks
Birmingham (Ala.) Post-Herald	1 year	2 weeks
	5 years	3 weeks
	10 years	4 weeks
Lexington (Ky.) Herald-Leader	1 year	2 weeks
	5 years	3 weeks
	15 years	4 weeks
Knoxville (Tenn.) News-Sentinel	1 year	3 weeks
	15 years	4 weeks
Monterey (Calif.) Peninsula Herald	1 year	3 weeks
	6 years	4 weeks
	20 years	5 weeks
Oakland (Calif.) Tribune	Less than 2 years	3 weeks
	2 years	4 weeks
	5 years	5 weeks
San Mateo (Calif.) Times & News Leader	1 year	3 weeks
	3 years	4 weeks
	5 years	5 weeks
Chicago Sun-Times	1 year	3 weeks
	2 years	4 weeks

This means that in the future, newspapers may have to devise other ways of meeting growing employee demand for increased leisure time. Employees do not perceive holidays or vacations as extras or gifts. They believe they are entitled to this time away from the job. Such feelings may be strengthened as we increase the technology used in newspaper publishing and as jobs become more routine.

In this decade, management may be asked to offer employees the right to select either the customary annual raise or a reduced increase combined with more holiday and vacation time. Newspapers that have granted personal and anniversary days already are acting in response to their employees' interest in expanded leave time.

The possibility of employee burnout and stress also figure in the holiday-vacation equation. The need to deal with it will become more obvious if newspapers are faced with compensation for stress-related illnesses. Certainly time off is not the only solution, but well-planned time away from the job—such as personal leave days or sabbatical leave—will no doubt contribute to maintaining the long-term productivity of valuable employees.

The cost factor of leave time is an important part of the situation and cannot be ignored. However, as managers look at increased possibilities for flexible benefits in the health-care area, they may find it valuable to explore changing the options on holiday, vacation and sick leave. ☐

Renfroe is ANPA manager/personnel relations and executive secretary-treasurer of the Newspaper Personnel Relations Association.

Circulation counselor out of bargaining unit

The NLRB has ruled in a "unit clarification" dispute between The Seattle Times and the Pacific Northwest Newspaper Guild that a circulation department "neighborhood counselor" is excluded from the bargaining unit represented by the union because he is a supervisor.

At the same time, the board ruled that an editorial department secretary is included in the bargaining unit because her duties do not meet the NLRB's "labor-nexus test" that would exclude her as a "confidential" secretary.

The rulings reversed on both counts an earlier ruling by the NLRB's regional director [presstime, July 1981, p. 52].

(Seattle Times Co. and Pacific Northwest Newspaper Guild, Local 82, Case Nos. 19-UC-261, 268) ☐

But does it help?

Some newspapers change name in an effort to broaden appeal

By C. David Rambo
presstime staff writer

What's in a name? For some newspapers, less and less, that's what.

These papers have removed the city name from their nameplates, usually in an effort to broaden a newspaper's appeal and to reflect a regional coverage area.

For example, the Brockton (Mass.) Enterprise almost a year and a half ago began calling itself The Enterprise. Eliminating the Brockton identity was "more indicative of the area our newspaper covers," explains General Manager Charles N. Fuller.

Similarly, The Geneva Times in the summer of 1980 became Finger Lakes Times to reflect coverage of a larger area in upstate New York, says General Manager John F. Bertram.

Late last year, The Montgomery (Ala.) Advertiser became The Advertiser. Publisher H. Doyle Harvill says it is circulated statewide, while a sister paper, The Alabama Journal, is circulated mainly in the Montgomery metropolitan area. "The two papers were reversed in terms of the title," he explains.

The Oakland (Calif.) Tribune and Eastbay Today merged into a morning paper last fall called The Tribune. "We felt that our audience had grown so much that it would not be representative" to have Oakland in the name, says Promotion Manager Kate F. Coleman.

Unlike most other publications, dropping the name of the city for The Tribune was a restoration. The newspaper had that name—for about 15 months—in the late 1970s.

In fact, if there was ever a case proving that a newspaper's name can be transitory, it's The Tribune.

Founded as The Oakland Daily Tribune, it has been known variously in its 112-year history as: Oakland Evening Tribune, The Oakland Daily Evening Tribune, The Oakland Evening Tribune, Oakland Daily Evening Tribune, Oakland Tribune, The Tribune, The Oakland Tribune and now again The Tribune.

But Malcolm A. Borg, chairman of the board of the Bergen Evening Record Corp. in Hackensack, N.J., says "it's somewhat of a fallacy" for a newspaper to think a simple name change will increase its potential audience.

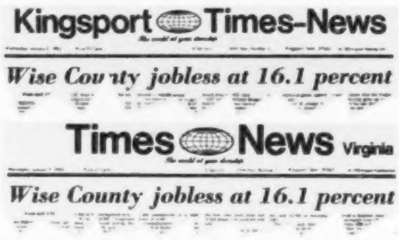
To accomplish that objective, a name change must be accompanied by changes in content, both news and advertising and especially the latter, Borg says. Even then, the public may not be receptive.

More than two decades ago, his newspaper changed its name from the Bergen Evening Record to The Record, yet "in excess of 80 percent of the people still refer to us as the Bergen Record," Borg says. "I think that readers need to identify us with someplace."

In that connection, Borg says his company has considered changing The Record's name again so that it would at least give a hint as to geographical origination. Names proposed have included the North Jersey Record and The Jersey Record.

THE
TRIB
EASTBAY
TO

Name changes involve more than just the flag, as Oakland's daily has discovered many times.



Kingsport Times-News

Wise County jobless at 16.1 percent

Times News Virginia

Wise County jobless at 16.1 percent

Tennessee daily replates to cater to different audiences.

But he says the matter currently rests on a far back burner.

Meanwhile, newspapers published in places as diverse as Florida and Alaska have decided that the city name isn't so bad, after all.

From 1973 until April 28, 1982, The Orlando (Fla.) Sentinel was known as the Sentinel Star, the name given the all-day newspaper growing out of the merger of the morning Orlando Sentinel and Orlando Evening Star.

Sentinel Public Relations Manager Hartwell Conklin says the reinstatement of the name The Orlando Sentinel was a "common-sense decision. . . . We needed it (Orlando) in the masthead for recognition by visitors, mostly," he says. Orlando, of course, is next door to Walt Disney World and is the destination for vacationers from all over.

Conklin adds that Orlando suburbanites identify more with the central city than their counterparts in many other metro areas. Even if they live 20 miles away they usually tell strangers they're "from Orlando. . . . You don't feel that sense of sectionalism here," he says.

In Alaska, a similar move back to identifying with the core city occurred in Juneau. About a year and a half ago, The Southeast Alaska Empire of Juneau became the Juneau Empire. "It was for the same reason that others are going to a regional emphasis," explains Circulation Manager Frederick B. Howard. "It's more representative of our circulation area."

Finally, there's the case of the newspaper that seeks to be all things to all readers and advertisers. The Kingsport (Tenn.) Times-News now calls itself The Times-News in its first two editions, which are distributed in outlying areas. Kingsport goes back on the flag for the last two editions and their close-in readership, says Publisher Frank Leeming. ☐

Dissatisfaction spurs 4 papers to drop UPI

Burl Osborne

Lee J. Guittar

Robert D. Ingle

United Press International, which has been splattered by red ink for many years and shaken by two ownership changes since last summer, was rocked in March by the defections of four major newspaper subscribers. And once again the nation's number-two news wire service was a controversial subject in the newspaper business.

The Dallas Morning News and The Denver Post terminated service before the end of their five-year contracts. And the San Jose (Calif.) Mercury and News informed the wire service they will not renew their UPI contract when it expires this fall.

Burl Osborne, vice president and editor of The Dallas Morning News, said his newspaper cut off the service March 4 because UPI gave discount contracts to the suburban Dallas News Texan newspaper group in violation of a clause in the contract with the Morning News.

Paradoxically, the News Texan group is a subsidiary of A.H. Belo Corp., which owns the Morning News.

UPI officials acknowledged they are bringing some new subscribers into the service at less than full prices but are doing so through a "scale-up" program in which those new clients will pay full rates by the end of their contract period. The benefit to UPI is that the company gains additional revenue, subscribers and contributions to the news wire. "We wouldn't be in the process of turnaround if we didn't have a process that allows new business to come in right away, today," said spokesman William K. Adler.

"Scale-up" contracts began in 1980 during the previous ownership of E.W. Scripps Co., he reported. Before that policy was implemented, each deal for service was "negotiated" independently, according to Adler.

Sixty-five percent of UPI's contracts are now under a uniform pricing policy, he said. The rest are under contracts arranged when there was no system of uniform rates. He said all contracts will fall under the circulation-based uniform system by the late 1980s.

But Osborne said UPI told him in 1981, when the Morning News renewed its contract, that "all 'scale-ups' will be over, ended, by Jan. 1, 1983." There would be "no service except at the card rate."

Denver Post Executive Editor Will Jarrett said that in 1981 his newspaper voluntarily began paying higher rates to Scripps for UPI service to help keep the company afloat. The annual increase was about $90,000.

"A year later, this organization turns around and sells my contract to a group of individuals who have no substantial experience in newspapers and no experience in running a wire service," Jarrett said. "I really question whether it was fair play" on the part of Scripps, he added.

Not only do the new owners lack a newspaper and wire-service background, but their company, Media News Corp., has not been as open about its operations as it should be, he maintained. "We've gotten no real answers," Jarrett said. "From day one, the whole thing was clouded in secrecy."

The publisher of the Post, Lee J. Guittar, was until February chairman of the UPI Newspaper Advisory Board.

Even though Guittar does not view the UPI situation as Jarrett does, the editor's wishes prevailed, Guittar explained. He also said that so far as he knows other Times Mirror Co. newspapers who subscribe to UPI will remain—including the Dallas Times Herald.

The new UPI Newspaper Advisory Board chairman, Chicago Sun-Times Publisher James Hoge, said he was "personally unfamiliar with the rate issues" and could not comment. UPI announced Hoge's appointment March 23.

At the San Jose Mercury and News, Vice President and Executive Editor Robert D. Ingle said he studied his newspapers for a two-week period to determine how much UPI copy was used and found that the amount was relatively little. "We concluded that it's costing us darn near free-lance rates, considering what we're running," he explained.

Ingle said that UPI has made positive changes recently, including better graphics and assigning "regional" reporters in Washington, D.C.

But he also echoed some of the concerns of Osborne and Jarrett.

When UPI adopted a uniform pricing system in 1980, Ingle said, "the pitch was, 'Everything's on the table. We've got this wonderful, circulation-based formula and you and everybody else are going to pay according to this.'" If some newspapers are not, in fact, paying their full share, Ingle said, it would amount to a "breach of faith" on UPI's part.

Ingle said he was particularly disturbed when in February Len R. "Rob" Small stepped down from the chairmanship of UPI and John Jay Hooker succeeded him [presstime, March 1983, p. 49].

Small, editor and publisher of The Daily Dispatch of Moline, Ill., was the UPI owners' "only real link with the newspaper business," Ingle said. Hooker has "an aura around him that he is a political person." That "makes me nervous as hell."

Hooker, who ran unsuccessfully three times for statewide office in Tennessee, defended his background and qualifications to presstime, saying his track record as former publisher fo the Nashville Banner and former attorney of The Tennessean of Nashville speaks for itself.

"It's certainly true that I am a person

involved in public life and public responsibility," he said. And he believes he is all the better for it.

"I know something about the rough and tumble of filing a lawsuit or running a campaign," he said.

Hooker said he also knows what it's like to be on the "butt end" of "distorted" press reports. For 100 days straight, during a political campaign in 1970, the Banner dwelled on problems with his Minnie Pearl's Fried Chicken chain, he said. That chain went bankrupt as a result of what Hooker charges was an illicit investigation by the Securities and Exchange Commission.

The federal agency, he claimed, was acting on the orders of then-President Richard Nixon, who did not want a Democratic governor in Tennessee.

Earlier in March, before the salvos from Dallas, Denver and San Jose, UPI announced several new sign-ups among the Newhouse Newspapers group, including The Plain Dealer of Cleveland, at rates that included the service's normal group discount.

The UPI press release on the transaction said it meant the news wire was serving each of the 24 largest U.S. dailies. However, with the pull-out of The Dallas Morning News, UPI can now claim only to serve the 21 largest dailies. The Morning News' circulation of 317,279 ranks it 22nd in the nation (including USA Today). The Denver Post, at 256,257, ranks 32nd. The San Jose Mercury and News have a combined daily circulation of 228,190. ☐

Tribune Co.'s 378 stockholders asked to authorize steps toward going public

The Tribune Co. of Chicago is taking steps that could transform the 120-year-old, privately held newspaper company into a publicly held one.

The company's 378 current stockholders have about 7,396 shares of stock, according to Tribune Co. Secretary Stanley J. Gradowski. At the annual meeting April 7, they will be asked to authorize the board of directors to increase the number of shares available and thus reduce the price of each share.

Currently, a share of Tribune Co. stock is valued at about $73,750. To produce a more marketable price of $25 per share, a stock split of about 2,950-to-1 would be needed, according to a proxy statement.

Shareholders also are being asked to approve creation of a class of preferred stock and changes in the company's charter that would make it more like that of a public company, according to Gradowski. If the changes are approved, the company could make a public offering of stock later this year or next.

The Tribune Co.'s 1982 earnings were $23.9 million, down from a record $89.1 million in 1981. The company's troubled New York Daily News has been losing money for years, including an estimated $12 million in 1981. Revenue from the company's newsprint operations also has declined due to weak demand for wood products.

Despite the revenue problems, the company has spent about $600 million in the past three years for capital expenditures, including new printing plants at two newspapers and expansion of a newsprint mill in Canada. As a result, interest expenses soared from $2.6 million in 1981 to $37.9 million in 1982. More capital expense is expected in the future as part of the company's $92-million commitment to revitalize the Daily News.

The last private newspaper company to convert to public ownership was A.H. Belo Co. [presstime, Sept. 1981, p. 45]. ☐

Chicago Evening Post readies prototype

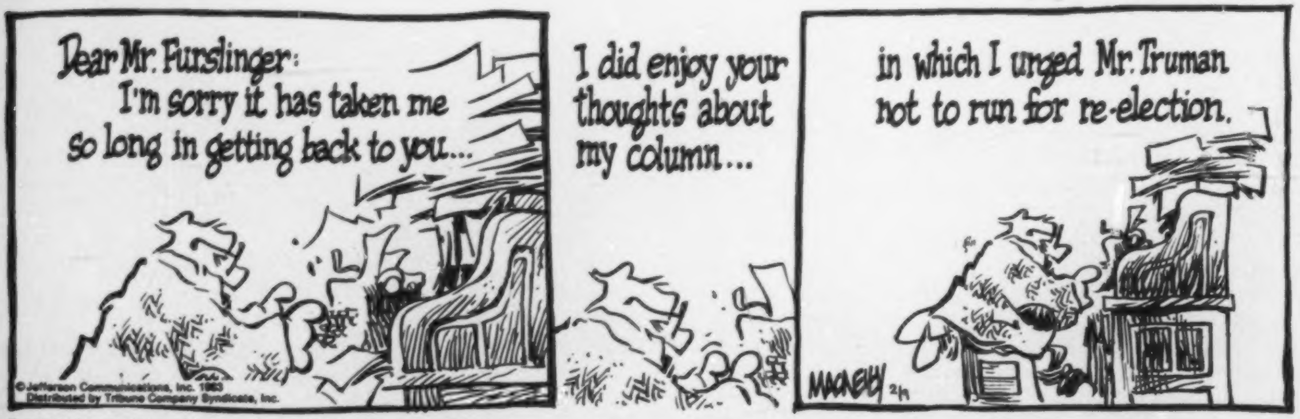
After two-and-a-half years on the drawing board [presstime, Oct. 1980, p. 56], the Chicago Evening Post will reach the prototype stage this month, according to Christopher K. Thomas, executive vice president and project coordinator.

Thomas said the company, the Chicago Evening Post Corp., plans to launch the daily in the fall of 1983.

Other company officers are John R. Malone, a former newspaper consultant, president; Emmett Dedmon, former Chicago Sun-Times editor, principal editorial advisor; and Charles Fergert, former Sun-Times ad director, vice president-advertising. ☐

'Shoe'

By Jeff MacNelly


Dear Mr. Furslinger:
I'm sorry it has taken me so long in getting back to you...
I did enjoy your thoughts about my column...
in which I urged Mr. Truman not to run for re-election.
©Jefferson Communications, Inc. 1983
Distributed by Tribune Company Syndicate, Inc.
MacNelly 2/1

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A newfangled ear for the Portland Press Herald

By Bruce Ellison

The high use of scanners in supermarkets in Portland, Maine, and large newspaper sales in those supermarkets have prompted the Portland Press Herald and Evening Express to add a Universal Product Code scanner bar to their flags.

Some weeklies with large supermarket sales—the National Enquirer, for instance—long have printed scanner codes, but the Portland papers are believed to be the first dailies with them.

The code imprint came at the request of Barney Baxter, advertising manager for the Geo. C. Shaw Co., whose Shaw's supermarket chain is a major advertiser in the Portland market.

"We want to get as many items scannable as possible to increase the efficiency of customer check-out," Baxter said.

John R. Hooper, general manager of the Portland papers, looked into the matter and found that about 80 percent of the supermarket checkouts in the Portland market are scanner-equipped, and that a half-million copies of the dailies were sold last year in those supermarkets. "It was a number that made us appreciate why they wanted to deal with sales of our papers more efficiently," Hooper said. The Press Herald and Evening Express have a combined daily circulation of 89,924. This means they sell about 28 million Monday-through-Saturday copies a year, nearly 2 percent of them in the computerized supermarkets.

So the Guy Gannett Publishing Co., owner of the Portland dailies, joined the Universal Product Code Council, at a cost of about $400, and received a code number and the technological manuals for its printing and use.

Bar codes—separate ones for the a.m. and p.m. papers—made their appearance on the front pages Feb. 14, along with a page-one box explaining the addition and the reasons for it.

So far, no code has been printed on Portland's Maine Sunday Telegram, in part because the state's "blue laws" keep supermarkets closed on Sundays.

Hooper notes that by using the UPCs, the newspapers potentially can obtain information on "sales by store, day of week and hour." Most nonsubscribing Maine residents buy their papers from stores, in contrast to other parts of the country where newsracks are more common.

Shaw's Baxter says he has not approached other papers in the chain's Massachusetts and New Hampshire markets about the bar codes because fewer scanners currently are in use there. "But we hope it will spread like Topsy," he adds. "It speeds up our business, and that's important to us." ☐

Ellison is a Topsham, Maine, free-lance writer.

Gannett's USA Today will be on the air

Starting April 4, Gannett Co. Inc. and Mutual Broadcasting System will produce and distribute to Mutual-affiliated radio stations a Monday-through-Friday radio feature series based on material from Gannett's national daily newspaper USA Today.

The series, called "The USA Today," will be made up of three 60-second programs called "Money," "Entertainment" and "Life." They will be broadcast in morning, mid-day and late-afternoon time slots, respectively.

The programs will be distributed via satellite on the same day the stories they discuss appear in the newspaper. Gannett officials said they believe this is the first time a "same-day, multimedia, distribution arrangement has been done on a national basis."

Preview broadcasts of "The USA Today" began Feb. 21 at the 13 Gannett-owned radio stations.

Daniel S. Flamberg, Mutual's director of public relations, said 300 to 400 of Mutual's 900 affiliates will carry "The USA Today." ☐

Ranks of p.m.s. continue to drop

The 34,457-circulation Evening Press-Enterprise of Riverside, Calif., will be discontinued in either late summer or early fall.

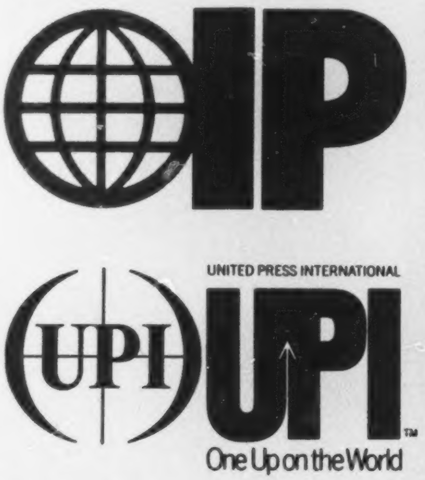
"We have concluded that the national trend toward morning newspapers is not going to be reversed, not here nor anywhere else," said Editor and Publisher Howard H Hays Jr.

Hays noted that circulation of the evening paper has declined from an all-time high of 37,458 in 1973, while the morning paper has grown from 59,619 to 83,844 in the same period.

The costs of dual production and delivery schedules have become too high to justify, Hays said. At the same time, he said no full-time employee will be dismissed because of the conversion to mornings-only publication.

In other changes in publishing schedules, two afternoon newspapers have switched to morning publication this year, making 49 such conversions since 1979 [presstime, April 1982, p. 50].

The Bradenton (Fla.) Herald (circulation 23,164) made the change Jan. 3, and The Vista (Calif.) Press did so on Jan. 2. The name of the California daily, which has a paid circulation of about 8,100, was changed to the Morning Press. ☐



Field News Service on March 1 became the IP (Independent Press Service), with a logo (top) that resembles past and present logos of UPI.

Reward offered for information on carrier slaying

A 14-year-old carrier was stabbed to death March 20 while delivering the Sunday edition of Newsday in a residential neighborhood only two blocks from his Long Island, N.Y., home.

The newspaper is offering a $50,000 reward for information leading to the arrest and conviction of the person or persons who killed Christopher Gruhn.

Gruhn's body was found outside a boarded-up gas station. He had delivered papers to all but 10 of the 58 houses on his route. Police estimated he was killed about 7:30 a.m.

According to Jack Squire, Newsday director of promotion and public relations, previously there had been nothing more serious than a few muggings involving Newsday's 10,000-youth carrier force. The 515,728-circulation evening daily is 70-75 percent home-delivered, mainly by youths.

The murder was the first known slaying of a newspaper carrier since 1981. However, a 12-year-old carrier who disappeared while delivering The Des Moines (Iowa) Register last September is still missing [presstime, Dec. 1982, p. 46]. ☐

Looking ahead to 2033

Unique employee trust created

Employees of the Alexandria (La.) Daily Town Talk won't know for 50 years exactly how much they shared in the paper's recent centennial celebration.

The 178 employees who had worked for the newspaper for at least six months as of March 17 have been awarded equal shares in an employee trust fund initially valued at about $60,000. The fund, which consists of cash and stock in a company listed on the N.Y. Stock Exchange, will be disbursed in 2033 to holders of the shares. To represent the shares, each of the 178 employees was given a medallion of gold on sterling silver.

Each medallion represents one share in the trust fund established by the newspaper at an Alexandria bank. When the fund is distributed in a half-century, one share will be redeemed for each medallion turned in.

"We expect the corpus of the trust will grow to several hundred thousand dollars over its 50-year life," explained Joe D. Smith Jr., publisher of the Town Talk (morning, circulation 38,551).

In the interim, the medallions may be sold, traded or left to posterity. The trust fund was created as part of the celebration of the newspaper's 100th anniversary March 17.

Awarded in Appreciation for Loyal Service
March 17, 1983
100th YEAR

Town Talk medallions represent trust shares redeemable in 50 years.

Smith told the staff that the shares commemorate the investment in 1883 of the two men who founded the newspaper. "They had a long wait before their investment of approximately $2,000 paid any return. And, like many of you, they invested their energy and time—virtually their life," Smith noted. ☐

Troubled States News Service rises again

The founder of the financially struggling States News Service has bought its assets and has continued operations.

"It looks like we have survived," said Leland J. Schwartz in late March. "The editors who subscribe to us are the only people who can decide it's over, and enough of them are going to continue to send money and enough of them increased the amount of money they have been paying us for States News Service to continue covering Washington on a local basis."

Early last year, Schwartz filed for bankruptcy and sold the service to Pulitzer Publishing Co. and Indian Head Corp. Pulitzer and Indian Head had announced in February they would close the service March 11 because of continuing losses [presstime, March 1983, p. 51]. ☐

New Mexico newspapers fighting circulation sales tax

New Mexico newspapers in late March were working to persuade Gov. Toney Anaya to veto a bill that would end newspapers' exemption from circulation sales taxes.

Passed by the state legislature March 19, the bill would apply a sales tax, which varies from county to county, to receipts from circulation sales.

New Mexico also is one of three states that tax newspaper advertising sales [presstime, Dec. 1981, p. 16].

The governor is expected to act on the bill by April 8.

Meanwhile, the California Newspaper Publishers Association has urged publishers to register their opposition to AB 47. The bill originally called for an end to periodicals' exemption to the state sales and use tax, but the sponsor said in March that he would amend it to include an end to newspapers' tax exemption, too. ☐

Canada will establish press advisory council

A Canadian Advisory Council on Newspapers will be established by the government, according to Multiculturalism Minister James Fleming, even though an increasing number of newspapers are joining existing voluntary press councils and forming new ones [presstime, Jan. 1983, p. 29].

But Fleming said the growth of the voluntary press councils might convince the government to turn the governmental body into a simple forum for research on the newspaper industry. ☐

Recent acquisitions

Unimedia Inc., Montreal, is acquiring Le Droit, Ottawa, daily circulation 42,146.

Groupe Quebecor Inc., Montreal, has acquired the Winnepeg (Manitoba) Sun, daily circulation 41,427.

Donrey Media Group, Fort Smith, Ark., has acquired the Chico (Calif.) Enterprise-Record, daily circulation 26,222.

Clay Communications Inc., Charleston, W.Va., has acquired the Shelby (N.C.) Daily Star, circulation 17,337. ☐

Convention nears record registration

Advance registration indicates that attendance at the 97th Annual ANPA Convention in New York City April 25-27 will come close to the previous record of 2,241 recorded in New York four years ago.

According to Thomas C. Fichter, ANPA senior vice president and deputy general manager, all ANPA meal functions at The Waldorf-Astoria are sold out, and there are waiting lists for tours. Registrants who received invitations to the Sunday morning brunch at Macy's department store are urged to return their acceptances as soon as possible because space for that event is limited.

Although ANPA will handle Convention registration up to and during the Convention, hotel reservations that were not made by March 15 must be made directly with the hotels.

President Reagan heads the list of guest speakers. Convention Arrangements Committee Chairman Ray Shaw, president of New York-based Dow Jones & Co. Inc., describes the rest of the program as follows:

New York Mayor Edward I. Koch will welcome Convention-goers at the **Monday** ANPA Keynote Breakfast. ANPA Chairman and President William C. Marcil will deliver the traditional keynote address. An address by Sen. Daniel Patrick Moynihan (D-N.Y.) will follow.

A movie, "First 135 Years," will highlight the annual Associated Press business meeting and election later Monday morning.

Secretary of State George P. Shultz is expected to address the AP's annual luncheon.

The Monday afternoon General Session will consist of four, two-hour clinics—including questions from the floor—to be held concurrently:

- "Preprint Advertising: New Challenges and Opportunities"—moderator Gerald T. Tache, vice president for newspaper operations of Ottaway Newspapers Inc., Campbell Hall, N.Y.; participants Edward J. McCaffrey, assistant postmaster general; Robert Neely, president of Marketing Showcase, New York; David Branden, vice president/sales and marketing of George F. Valassis and Co., Detroit; Russell D. Bowman, vice president/marketing development of John Blair Marketing, New York; and Jerome S. Tilis, senior vice president of The Philadelphia Inquirer.
- "Newspaper TMC Success Stories"—moderator Ron L. Rickman, publisher of the Quad-City Times, Davenport, Iowa; participants David Targe, executive vice president of marketing of Newsday, Long Island, N.Y.; Donald P. Campbell, president of The Columbian, Vancouver, Wash.; and Woodrow G. Shadid, advertising director of The Daily Pantagraph, Bloomington, Ill.
- "The Next Newspaper Technology Breakthrough"—moderator John B. Lake, publisher and executive vice president of Times Publishing Co., St. Petersburg, Fla.; participants William R. Applebee, publisher of the Star-News in Pasadena, Calif.; Joseph M. Ungaro, vice president/executive editor of Westchester Rockland Newspapers, White Plains, N.Y.; and William R. Freeland, vice president of technology of Beacon Communications Corp., Acton, Mass.
- "Newspaper Circulation Sales Strategies"—moderator Ralph Gibson, director of circulation of The Miami Herald; participants John J. Brown, senior vice president/circulation of The Philadelphia Inquirer; Frank H. Leeming, publisher of Kingsport (Tenn.) Times-News; and Edward T. (Ted) Parmelee, vice president of marketing of Knight-Ridder Newspapers Inc., Miami.

The **Tuesday** General Session will begin with a report on the Newspaper Readership Project by co-chairmen Joe D.

Program in brief—97th Annual ANPA Convention
The Waldorf-Astoria, New York City

Saturday, April 23, and Sunday, April 24
7 a.m. to 5 p.m.: Registration—South Lobby

Monday, April 25
7:30 a.m.: Eye opener (courtesy of Editor & Publisher)—East Foyer
8 a.m.: ANPA Keynote Breakfast—Grand Ballroom
10 a.m.: Associated Press Annual Meeting—Empire Room
Noon: AP Reception (cash bar)—East Foyer
1 p.m.: AP Annual Luncheon—Grand Ballroom
3 p.m.: ANPA Topical Clinics (concurrent)—Empire, Hilton, Astor and Jade rooms

Tuesday, April 26
7:30 a.m.: Continental/Stand-up Breakfast (courtesy of Newsday)—East Foyer
8 a.m.: ANPA General Session on the Newspaper Readership Project—Grand Ballroom
8:30 a.m.: Newspaper Advertising Bureau presentation and NAB Annual Business Meeting—Grand Ballroom
11:15 a.m.: ANPA Annual Business Meeting—Empire Room
Noon: United Press International Reception (cash bar)—East Foyer
1 p.m.: UPI Luncheon—Grand Ballroom
3 p.m.: ANPA Topical Clinics (concurrent)—Empire, Hilton, Astor and Louis XVI rooms
7 p.m.: ANPA Annual Dinner/Dance—Grand Ballroom

Wednesday, April 27
7:30 a.m.: Eye opener (courtesy of Dow Jones & Co.)—East Foyer
8 a.m.: ANPA General Session Breakfast—Grand Ballroom
8:20 a.m.: ANPA General Session on Human Relations Issues—Grand Ballroom
Noon: ANPA Reception—East Foyer (courtesy of News America Publishing Inc.)
1 p.m.: ANPA Annual Luncheon—Grand Ballroom
3 p.m.: ANPA General Session on newspapers vs. the competition—Empire Room

Smith Jr., publisher of the Alexandria (La.) Daily Town Talk, and Otto A. Silha, chairman of the board of Cowles Media Co., Minneapolis. Also reporting on the Project will be John C. Quinn, senior vice president and chief news executive of Gannett Co. Inc., and president of the American Society of Newspaper Editors; Charles B. Harriman, circulation director of the Houston Chronicle and president of the International Circulation Managers Association; and Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau.

An NAB presentation on advertising will follow. After opening remarks by Bureau President Craig C. Standen, Bogart will present an overview and forecast of media expenditure trends. NAB's presentations on national, retail and classified advertising will include remarks from clients' perspectives.

For national advertising, clients will be represented by Paul C. Harper, chairman of the board of the New York ad agency Needham, Harper & Steers Inc., and by Albert V. Casey, chairman of the board and chief executive officer of American Airlines Inc. Retailers will include Sumner L. Feldberg, chairman of the board of Zayre Corp., Framingham, Mass.; Carol Goldberg, executive vice president and chief operating officer of The Stop & Shop Companies Inc., Boston; and Bob Brandt, president of Bayles Furniture, Rochester, N.Y.

Richard J. Loughlin, president and chief executive officer of Century 21 Real Estate Corp., Irvine, Calif., will present the classified advertiser's view. Also, Silha of Cowles Media will discuss shared mail.

Following the advertising session, NAB will hold its yearly business meeting.

ANPA's Annual Business Meeting will conclude the Tuesday morning schedule.

Former Vice President and current presidential candidate Walter F. Mondale will address the United Press International luncheon.

Tuesday afternoon again will be devoted to four concurrent panel discussions. Two of those will be repeats of Monday topics, although one will contain a new cast:

- "National Newspapers—What Can We Learn From Them?"—moderator Frank E. Quine, director of the American Press Institute, Reston, Va.; participants A. Roy Megarry, publisher of The Globe and Mail, Toronto; Peter R. Kann, vice president/associate publisher of The Wall Street Journal New York; and John J. Curley, editor of USA Today, Rosslyn, Va.

Notice of Annual Meeting of Members of ANPA, Incorporated

Notice is hereby given by the Secretary of the Association, Alvah H. Chapman Jr., that the Annual Meeting of the American Newspaper Publishers Association, Incorporated, a corporation organized under the laws of the Commonwealth of Virginia, will be held at The Waldorf-Astoria, New York City, on Tuesday, April 26, 1983, at 11:15 a.m. for the purpose of electing Officers and Directors, and to transact such business as may properly come before the membership.

- "How Our Competitors Sell Against Newspapers"—moderator Louis A. (Chip) Weil, vice president/development of Gannett; participants Ann W. Shannon, vice president for marketing/research, Gannett Outdoor, Phoenix, Ariz.; Mark R. Arnold, director of sales of USA Today; James D. Mulla, president and general manager of WLQV-AM and WCZY-FM, Oak Park, Mich.; and Joseph R. Franzgrote, general sales manager of KBTV-TV, Denver.
- The second version of "Newspaper TMC Success Stories"—moderator Joseph T. Lyons, vice president and publisher of Capital Newspapers, Albany, N.Y.; participants Ferguson E. Rood, vice president of advertising and marketing of the Atlanta Journal and Constitution; Arthur Diaz, vice president/general manager of Paddock Publications, Arlington Heights, Ill.; and Dolph C. Simons Jr., publisher of The Lawrence (Kan.) Daily Journal-World.
- "Preprint Advertising: New Challenges and Opportunities"—the same moderator and participants as on Monday.

The Tuesday evening ANPA Dinner/Dance will feature Peter Duchin and his orchestra.

The **Wednesday** general session will begin with Madelyn P. Jennings, Gannett senior vice president/personnel and administration, who will introduce John Naisbitt, author of *Megatrends Affecting Our Future*. Naisbitt will discuss his book and his research, which relied heavily on reports in newspapers across the country.

A subsequent discussion of "Microtrends Today" will include the following reports: "Quality Circles" by Don C. Becker, president of the Detroit Free Press; "Newsroom Appraisals" by George J. Dastyck, publisher of Gannett Rochester (N.Y.) Newspapers; "Climate Surveys" by Larry D. Franklin, executive vice president of Harte-Hanks Communications Inc., San Antonio, Texas; and "Preventing Sexual Harassment" by Dr. Adele Scheele, columnist for King Features.

Clarence Thomas, chairman of the U.S. Equal Employment Opportunity Commission, will speak on "EEO—What are the Trends?" Nancy Hicks, president of the Institute for Journalism Education, Berkeley, Calif., then will give an "Update on Minority Journalists' Progress," and Christy C. Bulkeley, publisher of The Commercial-News, Danville, Ill., will give an "Update on Women in Media Study."

"Newspaper Unions—New Directions Ahead" will be introduced by Darrow Tully, publisher of The Arizona Republic and The Phoenix Gazette, and chairman of the ANPA Labor and Personnel Relations Committee. Charles A. Perlik Jr., president of The Newspaper Guild, and Joe Bingel, president of the International Typographical Union, will make presentations.

Dr. Mortimer Feinberg, chairman of BFS Psychological Associates Inc. and professor emeritus of Baruch College of the City University of New York, will finish the morning session with "Beyond the Trends—Working Smarter."

Next is the ANPA General Reception and Annual Luncheon. President Reagan is expected to be the luncheon speaker.

For the afternoon General Session, Barbara Walters of ABC, Dan Rather of CBS and John Chancellor of NBC will represent television newscasters in "TV and Newspapers Tell Each Other: How I'd Run Your Shop Differently." Newspaper representatives will include Eugene C. Patterson, president and editor of Times Publishing Co., St. Petersburg, Fla., A.M. Rosenthal, executive editor of The New York Times, and Peter M. Macdonald, chairman of the board of Harris Enterprises, Hutchinson, Kan. Moderator will be Michael G. Gartner, president and chief executive officer of the Des Moines Register and Tribune Co. ☐

New York, New York, it's a pluralistic town

By Pete Hamill

New York is plural. That is the key to understanding its glories and failures, its triumphs and furies. Whenever somebody says to me, "I love New York," or "I loathe New York," I always ask: "Which New York?"

Pete Hamill

I was born here, and grew up here, and was granted here the extraordinary privilege of becoming a newspaperman. And yet, after 40-odd years, after roaming our five boroughs, after covering fires and murders, riots and scandals, after sitting up too many nights in bad joints on the wrong side of town, after tasting the giddy delights of the city and having my face rubbed into its horrors, I can't tell you that I know New York.

New York humbles. Every time I feel that I understand the city at last, something happens to surprise me.

We are, of course, a vertical city, the giant towers of Manhattan rising from granite to challenge the sky.

Like all vertical places, we have our hierarchies, our systems of class and power. You can see that New York in the monuments it has chosen to build to its own memory: the great mansions of Fifth Avenue, Rockefeller Center, the wings of museums and hospitals named after men of enormous appetite and gaudy skills. You see that New York in the men's clubs, in certain restaurants, at annual balls and affairs, at dinner parties on the East Side.

But it would be a mistake to consider the New York of wealth and power in the shorthand of a cartoon. These are not men and women of brutal tastes, at least in this generation. They understand finance, the value of real estate, the need for tradition; they support the arts; they appreciate talent. But meet them one at a time, up close, and they are as often baffled and confused as the rest of us. Henry James told the stories of their grandfathers. That superb New York novelist Louis Auchincloss is the only writer now alive who understands their complexity.

Their confusion is not very different from the confusion of the man who lives in Spanish Harlem, or the resident of Brownsville in Brooklyn, or those who stayed too long while the fires consumed the South Bronx. This confusion is based on a very simple proposition: The world did not turn out the way they had hoped.

That feeling is not peculiar to New York, of course. But in some odd way, the sense of brooding disappointment hangs more heavily on many New Yorkers precisely because the city promises so much and doesn't always deliver.

Every day, the young men and women from beyond the Hudson arrive at the Port Authority bus terminal, or the airports, in search of the promise. They come to be actors, writers, painters; to conquer the worlds of business and finance; to be educated. They're like the heroes of so many novels by Balzac, the young provincials demanding that Paris civilize them.

The nostalgia factor. Many of them do what they set out to do, but they pay a price; they leave behind home and roots, in the way that European immigrants did two generations ago, and become swiftly enmeshed in another ruling New York quality: nostalgia.

Some are nostalgic for the home towns they left behind, those distant places whose rough edges have been smoothed away by the treacheries of memory. Usually they find others from the same place or region with whom they can share their sense of permanent loss. Texans seek out Texans; the children of the Midwest find their secret brothers and sisters.

But if they stay long enough, if New York doesn't beat them down and defeat them, they add another level of nostalgia: for the New York they encountered when they were young and poor and full of dreams—and not yet wounded by the city's indifference, or forced to don the armor of cynicism. They had not yet followed Lenny Bruce's fierce New York advice, to "grow up, and sell out."

And in a way, when these outlanders have been captured by nostalgia for their own lost New York, they have at last become New Yorkers. All New Yorkers have the virus, probably because New York was built and populated by people who came from somewhere else.

When Henry James arrived in New York at the turn of the century, after more than 20 years away, he mourned the gentler, more civilized city of his own youth. The European immigrants spent decades singing sad ballads for the old country, and then, when they had moved from the Lower East Side to more prosperous precincts, they lamented the loss of the dense, close-knit, teeming New York street life they'd so glibly abandoned. It happens to everyone in this town.

Today, my generation of New Yorkers is nostalgic for a New York that began to disappear in the late 1950s. Nobody who lived through it can be truly nostalgic for the Great Depression, of course; but many New Yorkers long for the stability of that time, a stability based on limits. There was no money, so games were improvised, rent parties were assembled, we learned to truly know each other in the parochial urban hamlets we called neighborhoods. In a way, that time—the parenthesis between the settling of the vast European immigrations and the beginning of the black and Latin migrations of the 50s—was extraordinarily innocent. We thought Fiorello LaGuardia would always be mayor of New York and the Dodgers would always rule Brooklyn. There would be a News and Mirror on the stands in the morning, and a Post, Journal-American and World-Telegram on the stands in the afternoon. On V-J Day in 1945, we traveled to Times Square, to watch the bulletins travel around the Times Building, full of absolute belief that never again in our lives would there be such a thing as war. We were poor. We had little. There was no television, and our dreams were shaped by the sweet lies of Hollywood. But we believed that New York was a great, big, wonderful town, we had Pete Reiser and Billie Holiday too, and life was certain only to get better.

We were wrong, of course. Life got better for some and worse for others. The city went its own way. We boomed, and we

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Hamill is columnist for the New York Daily News.

went bust, not out of arrogance, but out of generosity. If our parents had been poor, and we had been poor, and New York had handled us, then we thought that New York could handle the other poor, too, the poor of America. We took the poor of the American South. We took the poor of Puerto Rico.

They arrived in New York in the 1950s at precisely that time when our small manufacturing plants were closing, heading for other places. The jobs that gave the European immigrants an entrance into America were not there for poor Americans. But New Yorkers would not let poor Americans starve. Today, almost a million New Yorkers are on welfare. Many of them were not made poor by New York; they arrived here poor.

If New York did not have to feed them, clothe them, house them, there would be no fiscal problems here, and we would not be the most overtaxed city in the nation. But New Yorkers remember: We also came here poor. Or our fathers did. Or our grandparents before them. We who work continue to help those who don't.

A major part of our nostalgia involves work. New Yorkers believe in work, and that adds to the frantic quality that you sense on the streets of midtown. People are not simply rushing around for the exercise; they are working. Welfare creates dark furies in those who take it and those who pay for it precisely because this is a city that worships work. Do a job, and you're rewarded. Stand around idle, and you're dismissed with a curl of the lip. There is nothing wrong with New York that could not be cured with about 200,000 goods-producing jobs.

Those jobs once existed in profusion. And I return to the idea of the plural. When I was a boy, I could walk down my block and meet a buttonmaker, a tailor, a grocer, a plumber, a shoemaker, a short-order cook, a man who made lamps, a glazier, a butcher, an undertaker, a printer, a paperhandler. There were stonemasons too, and bricklayers and longshoremen and cops and firemen, and a few gangsters. In that neighborhood now, many people are simply unemployed. One result of course, is more crime. Crime is not a job, but it's certainly an occupation.

The passing parade. And yet the plural still exists. On a given morning in New York, I can see the wealthy and the powerful assembling for a special breakfast at 21. Across the street, a movie director arrives at Warner Communications, while a professional wrestler passes him on the way to buy a shirt at Saks. On the corner, Truman Capote is looking for a taxi. The great drummer Max Roach steps into a book store. The two bearded men are Hasidic from Brooklyn, arriving for a day's work in the diamond markets of 47th Street. The pretty blonde girl with the splayed feet is a dancer going to class. The harried man with the horn-rimmed glasses and the drastic tan handles an account for Japanese whiskey, and his head teems with slogans. By God, there's Raquel Welch. That cab driver, swerving through the slalom of Fifth Avenue traffic, is a recently arrived Israeli, and he apparently learned to drive in the Bekaa Valley.

Or it's night, and Broadway is thick with hookers and con men, theatergoers and runaways. That's the neighborhood bookmaker slipping into the Carnegie Deli for a quick pastrami on rye. And that's Keith Richards of the Rolling Stones looking at the Charlie Parker records in the Colony record shop. A Pinto and a limousine are struggling for hegemony on 61st Street. Two honeymooners from Ohio are taking a horse-drawn carriage into Central Park, the clop-clop of the hooves like the echo of another New York.

Uptown, Woody Allen has arrived at Elaine's for dinner, there are limousines double-parked out front, and that's Reggie Jackson at the bar, waiting for a table. Outside, one of the paparazzi huddles for warmth in a doorway, prepared for ambush.

Crosstown, a young girl waits on tables, knowing that Jessica Lange once waited on tables at the Lion's Head in the Village, where all the newspapermen were in love with her, and now she is the star of "Tootsie" and "Frances." A kid in the Village types lyric poetry on a battered Smith-Corona Portable #3. There is music playing in a hundred places, from the grave masters of be-bop at the Village Vanguard, to the rock n' rollers at the Ritz.

In Brooklyn, a man is murdering his wife in an argument over English muffins. At Bellevue, an old man is dying, far from home. A teenager is jamming one final load of heroin into his arm on a rooftop in the Bronx, while the ambassador of a Middle Eastern country leaves the Carlyle Hotel to meet a girl he's known for two days.

And through the night, and into the day, men and women try to keep up with most of this, knowing that they will be defeated, that they can only hope to capture fragments that will stand for the whole. They know, better than any, that New York is not singular. New York is not simple. New York cannot be easily dismissed, nor too romantically embraced.

Each day, they roll that boulder up the hill, knowing that it will roll down again; and each day, armored with skepticism, energy, talent, anger, nostalgia, ambition, and a sense of the plural, they try to turn out newspapers. Being human, what they make is often imperfect. Being New Yorkers, they know the effort is everything. ☐

Building project 'on schedule'; Easton exodus begins May 15

By Margaret Genovese
presstime staff writer

The $6-million addition to The Newspaper Center in Reston, Va., is expected to begin to be occupied in mid-May.

Although construction of the 55,000-square-foot wing is not scheduled to be finished until June, the structure can be occupied while final decorating touches are applied, according to Thomas C. Fichter, ANPA senior vice president and deputy general manager.

The two-story addition will house the Association's technical research and training operations, now located at the ANPA Research Institute in Easton, Pa., and offices of several other ANPA departments.

Research Institute employees and equipment will be moved in phases beginning May 15, with the bulk of the transfer scheduled for immediately after ANPA's Operations Management Conference and Exposition June 11-15 in Las Vegas.

Twenty-nine Easton employees have decided to make the move to Reston; 21 have decided not to. According to Association officials, many of those who decided against the move are secretaries whose spouses are employed in the Easton area.

ANPA Chairman and President William C. Marcil, who set a "smooth transition" as one of the goals of his administration, expressed pleasure at the employees' decisions.

"I'm particularly pleased that so many of the professional experts from Easton have arranged to move to Reston and to continue their valuable service to ANPA-member newspapers," he said. "This personal uprooting was not easy for them, but I am confident that the benefits they find working in a fine, new facility in close proximity to the Association's other staff experts will quickly offset the challenge of moving with the opportunity for more and better contributions."

ANPA is helping those employees who have chosen not to move to Reston to find other work, and resume-writing workshops have been started. Fichter said the Association will "go slow" on finding replacements for some of those not making the move so that it can be determined how the consolidation affects operations.

William D. Rinehart, ANPA vice president/technical, said the Association has contracted with Accredited Movers Inc. of Parsippany, N.J., to move employees' household furnishings and most of the plant equipment.

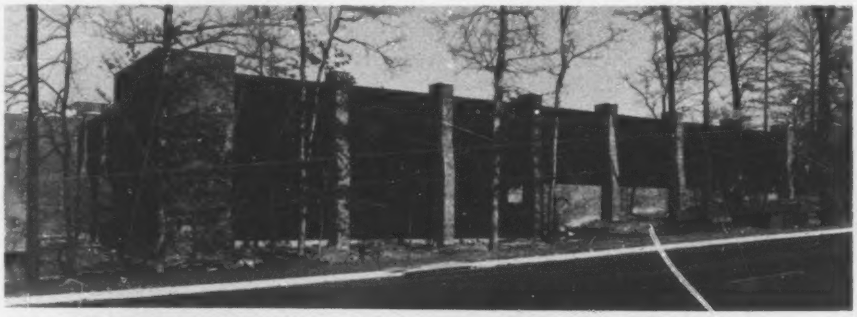
All equipment that is "current technology" will be moved, he said. Plans call for donation of some of the stereotype and Linotype equipment to the planned National Museum of Printing in Lowell, Mass. [presstime, Nov. 1982, p. 40]. The majority of the rest of the equipment will be scrapped, Rinehart said, with the exception of a few pieces that might be sold.

The arrival in Reston of ANPA/RI's Goss Urbanite press and Hoe Printmaster-Goss Universal-ANPAPRESS™ press line has been scheduled to coincide with the arrival of the Uniman double-width offset press and mailroom equipment donated to ANPA by M.A.N.-Roland Co., Hall Systems and George R. Hall Inc. [presstime, Jan. 1983, p. 42]. That donated equipment will be shipped from the Las Vegas Conference where it will be exhibited and demonstrated.

In late March, construction by Wigton-Abbott Corp. of Plainfield, N.J., was "exactly on schedule," according to Fichter.

Because the budget for the project was based on fixed contracts with subcontractors, there have been no financial surprises, Fichter said.

The special building assessment levied



Work on the exterior of the addition to The Newspaper Center is almost finished.

Project superintendent Alfred A. Terry (far right) gives officials of neighboring American Press Institute a tour of the addition's interior. From left are API Board Chairman Howard H Hays; Director of Development Malcolm Mallette; and advisory board members Roger Tatarian, Clark W. Davey, Charles McC. Hauser and Leo L. Kubiet.

Mycro-Tek National Video Sales Manager Terry Borchers (seated) demonstrates the Mycro-Vision 7000 character generator the firm has donated to ANPA for its new research facility. Also attending the presentation were (from left) ANPA Director/Telecommunications Affairs Kathleen Criner, ANPA Executive Vice President and General Manager Jerry W. Friedheim, Mycro-Tek General Manager Jake Sorg and ANPA Vice President/Industry and Public Affairs Robert L. Burke.

on member newspapers to pay for the project "has worked out exceptionally well," he said. Although member newspapers were given three years—until May 1983—in which to spread out payments, many have already paid the full amount. Fichter said the Association has made arrangements with local banks to finance the balance of the payments due through short-term loans at 1 percent below the prime lending rate.

Besides the technical research and training operations, the new addition will house ANPA's Telecommunications Affairs Department, Newsprint/Traffic Department, Industry Affairs and Training Department, Public Affairs Department, Personnel Office and Foundation.

Fichter said there will be "little if any spare space" in the addition. Provisions have been made so that if future expansion is necessary, two stories may be added to it.

The Easton-to-Reston transfer completes the consolidation begun in 1976 when the Association's labor relations operations were moved from Chicago to Reston. It will be the first time since the turn of the century that all ANPA activities have been under one roof.

The Research Institute has had several homes. It was established in 1947 as a one-man office in New York City, where ANPA's headquarters were located until the move to Reston 11 years ago.

In 1948, a research laboratory was established in rented space in Easton. The location was due largely to the influence and efforts of the late J.L. Stackhouse, publisher of Easton's daily newspaper, The Express, who was active in ANPA technical circles.

The current Research Institute, built in 1950, has been expanded several times to a total of 30,000 square feet. It is for sale for $625,000. ☐

Attorney joins staff; counsel promoted

One attorney has joined the ANPA Legal Department and another has been promoted.

Claudia M. James

Claudia M. James joined the Association as counsel and will focus on labor and "intellectual property" law (patents, trademarks and copyrights). Pamela J. Riley has been promoted to assistant general counsel.

James was legislative director to former Rep. Peter A. Peyser (D-N.Y.). Earlier, she practiced labor and administrative law with the Washington, D.C., firm of Kirlin, Campbell & Keating. She is chairwoman-elect of the Younger Lawyers Division of the Federal Bar Association.

James is a 1976 graduate of the Georgetown University Law Center. She received a bachelor's degree in government from Georgetown in 1973.

Prior to joining ANPA in 1981, Riley was an attorney with the Federal Communications Commission. Before that, she worked for the Washington, D.C., law firm Hall, Estill & Weidenfeld.

Riley, who received a bachelor's degree in psychology from Syracuse University in 1974, is a 1978 graduate of George Washington University's National Law Center. ☐

New members

The Harlan Daily Enterprise

Harlan, Ky. (circulation 7,165). Clyde C. Lemarr Jr., publisher.

The Messenger

Madisonville, Ky. (circulation 10,617). H. Doug Miller, publisher.

DAILY WORLD

Opelousas, La. (circulation 14,009). Aaron Parsons, publisher.

IL PROGRESSO
italo americano

Emerson, N.J. (circulation 66,479). James L. Evans, general manager.

Salem Times Commoner

Salem, Ill. (circulation 5,613). Gene J. Gobczynski, general manager.

Public and press

Thank goodness, Dr. McCombs, for your article in presstime [special report, Feb. 1983] and the research direction it suggests that you are still pursuing. I've been deeply concerned with the "They hate us" groupthink.

Please let me know if there is other material that I should read to get a better perspective on the measurements of public attitudes toward the news media. And please let me know of future work that you may do on the subject.

Richard P. Cunningham
Associate director
The National News Council
New York, N.Y.

Chasing our tails

Now that we have once more chased our tails, whined our whine and beaten our chests over this ridiculous obsession of not being beloved [special report, Feb. 1983], can we please move on to things that may get us better liked than some of the television types for whom we are taking this rap in the first place?

Instead of constantly scratching under our hair shirts, perhaps we should be putting our minds to such things as developing local formats for the Constitution forums put on by Fred Friendly and the Ford Foundation on educational television. . . . I think it would give readers a much better idea of the kinds of problems we deal with than some of the accusatory sessions in which we are always on the defensive.

If we want to get ideas across to the public, why do we always run a closed shop except when we want to be flailed? Why do we always speak to journalism students and other editors? It would seem to me that since the majority of people out there are readers that we should get the images of what we are trying to do across . . . to readers in general at every opportunity. . . .

But instead of always whimpering "why don't you love us" and encouraging polls to prove it, why don't we try to tell our readers how and why we do things with some sense of dignity and respect for ourselves and for our profession? . . .

Introspection is a laudable trait sometimes—but when it becomes too self-destructive, it obscures our purposes and the understanding of them by readers.

Judith W. Brown
Editor and publisher
The New Britain (Conn.) Herald

Rhodes Scholar

An article which appeared in your February issue [p. 24] mentioned that Barbara J. Toman, a journalism student at Indiana University, may be the first U.S. journalism major to be named to the Rhodes Scholarship.

I just wanted to let you know that a Northwestern University student, Thomas Charles Berg, a journalism major, received a Rhodes Scholarship for 1982-83.

Linda Y. Artope
Press relations
Northwestern University
Evanston, Ill.

More Rhodes Scholars

I was pleased to see that a journalism student has been named a Rhodes Scholar, but the honor is not as unusual as your story suggests.

Three of our students at the University of Montana School of Journalism have received Rhodes Scholarships. They are Clarence Streit (1920), Ralph Kirby Davidson (1948) and Sterling Soderlind (1950). Streit is editor and publisher of Freedom & Union magazine and continues to promote his proposal for an Atlantic Union. Davidson is deputy director for social sciences at the Rockefeller Foundation, and Soderlind is vice president for planning at the Wall Street Journal.

Nathaniel Blumberg, dean of the Montana School of Journalism from 1956 to 1968 and now an emeritus professor, won a Rhodes in 1948 as a journalism major at the University of Colorado.

Charles E. Hood
Acting dean
School of Journalism
University of Montana
Missoula, Mont.

Newsprint definition

In reading the February issue of presstime, I noted an article [p. 47] concerning the proposed international definition of newsprint, headlined "ANPA Restates Opposition to Tariff Definition."

I believe it is important that the readers of presstime be made aware that all uncoated printing papers enter the United States duty free whether they are newsprint or not, without regard to fiber content, smoothness, or any other physical requirement. The paper does not have to be "chiefly used for newspapers" to be duty free.

Since such papers come in duty-free regardless of fiber content and smoothness, I am perplexed as to how the tariff definition referred to could, to quote your article, "thwart ANPA's effort to develop a non-wood alternative for wood pulp", e.g., kenaf. I also do not understand how a test for smoothness "would exclude up to a million tons of paper used annually by U.S. newspapers."

I would add that the U.S. paper industry has been, and will continue to be, a strong supporter of liberalization of tariff and non-tariff barriers to international trade.

James L. Hutchison
Vice president - Paper Group
American Paper Institute Inc.
New York, N.Y.

Editor's note: Mr. Hutchison is correct that newsprint now enters the U.S. duty-free. And while this has been the case for nearly 70 years, duties were imposed for 124 years prior to their complete removal in 1913. ANPA—as it did in actively urging removal of the tariff at the beginning of this century—seeks to preserve a definition of paper used by newspapers that is sufficiently flexible to meet the changing needs of U.S. newspapers. As newsprint technology evolves, and as we gain more and more experience with alternative fibers, such as kenaf, U.S. newspapers want to retain full access to tax-free newsprint from all foreign sources.

speeches

Lee Hills

Lawrence B. Sackett

Thomas J. Kelley

Arthur R. Miller

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

- **William Allen White Foundation Award Address.** Lee Hills, editorial chairman emeritus, Knight-Ridder Newspapers Inc. University of Kansas, Lawrence, Feb. 10.
- **Newspapers: Today and Tomorrow.** Lawrence B. Sackett, vice president/telecommunications, USA Today, Rosslyn, Va. Southern Newspaper Publishers Association annual production conference, New Orleans, March 6.
- **Media: The New and the Old.** Ellen B. Sachar, vice president, Goldman, Sachs & Co., New York City. ANPA Telecommunications Committee meeting, Washington, D.C., March 9.
- **What Market Do Your Readers Represent?** Thomas J. Kelley, retail sales manager, Landon Associates Inc., New York City. New England Press Association annual convention, Boston, Jan. 21.
- **The Place of the Postal Rate Commission Within the U.S. Postal System.** Commission Chairman Janet D. Steiger. National Newspaper Association Government Affairs Conference, Washington, D.C., March 11.
- **Conflict Between Press and Privacy.** Arthur R. Miller, Harvard University law professor. University of Texas Law School, Austin, Feb. 16.
- **Communication and Information: Principles are Important.** W. Scott Thompson, associate director, United States Information Agency. Pacific Telecommunications Conference, Honolulu, Jan. 16.
- **Promote Competition Through Deregulation.** Thomas E. Wheeler, president, National Cable Television Association, Washington, D.C. Subcommittee on Communications of the Senate Committee on Commerce, Science and Transportation, Washington, Feb. 17.

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From the Canadian Pulp and Paper Association annual meeting, Montreal, Jan. 31-Feb. 4:

- **The Outlook for the Canadian Pulp and Paper Industry in 1983.** David A. Wilson, director, CPPA Economic and Statistical Services.
- **The Pulp Market in 1982 and Prospects for 1983.** Brian P. McClay, manager, CPPA Wood Pulp Section.

ANPA calendar

April

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Cathedral Hill Hotel, San Francisco, April 11-13

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., April 11-15

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., April 11-15

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, April 23

ANPA Foundation Board of Trustees meeting
The Waldorf-Astoria, New York City, April 23

ANPA Training Committee meeting
The Waldorf-Astoria, New York City, April 24

ANPA Labor and Personnel Relations Committee meeting
The Waldorf-Astoria, New York City, April 24

ANPA presstime Advisory Committee meeting
The Waldorf-Astoria, New York City, April 24

ANPA Annual Convention
The Waldorf-Astoria, New York City, April 25-27

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, April 27

ANPA Foundation Board of Trustees meeting
The Waldorf-Astoria, New York City, April 27

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education
The Waldorf-Astoria, New York City, April 28

May

ANPA Postal Committee meeting
The Colonnade, Boston, May 4

ANPA Press/Bar Relations Committee meeting
Los Angeles Times, May 5

ANPA/American Bar Association Task Force meeting
Kadison, Pfaelzer, Woodward, Quinn & Rossi law offices, Los Angeles, May 6

ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association Circulation Managers Workshop
Stouffer's National Center Hotel, Arlington, Va., May 9-11

ANPA/RI Advanced Offset Press Operations Seminar
ANPA Research Institute, Easton, Pa., May 9-13

ANPA Readership and Marketing Committee meeting
Vista International Hotel, Washington, D.C., May 24

June

ANPA/International Newspaper Promotion Association Strategic Planning Seminar
Scottsdale (Ariz.) Conference Center, June 5-8

ANPA Labor Relations Seminar
Las Vegas (Nev.) Hilton, June 10-11

ANPA Operations Management Conference and Exposition
Las Vegas (Nev.) Convention Center, June 11-15

ANPA Executive Committee meeting
Las Vegas (Nev.) Hilton, June 13

ANPA Traffic Committee
Las Vegas (Nev.) Convention Center, June 13

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The Journal of the American Newspaper Publishers Association

May 1983

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ANPA Convention '83

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chairman's corner

ANPA Credit Bureau can help in more ways than collections

With the economy still performing below par, I know that many newspapers are experiencing some difficulty with delinquent advertising accounts. In fact, the number of service requests received by ANPA's Credit Bureau Inc. has doubled in the past year.

William C. Marcil

As you know, ANPA/CBI is a wholly owned subsidiary of our Association and has been working with newspapers in solving credit problems for more than 90 years.

The programs available through ANPA/CBI are flexible, allowing purchase of only those service elements necessary to the individual newspaper. Subscription services include:

- *Credit Index*—an in-house credit-checking manual containing data on hundreds of ad agencies which regularly forward financial information to ANPA/CBI
- *Credit Inquiry Service*—readily available information on thousands of commercial advertisers and agencies
- *Monthly Confidential Claims Reports*—a list of claims received for collection the preceding month for easy tracking by subscribers
- *ANPA/CBI Bulletin*—a publication that alerts subscribers to potentially troublesome operations and helps them avoid advertising which could generate consumer complaints
- *Collection Service*—a collection on subscribers' behalf of any delinquent commercial account for a low 10-percent fee, contingent upon collection. (The same service is available to nonsubscribers at 15 percent.)
- *Credit Management Seminars*—expertly conducted training in credit management and collections.

Recently ANPA/CBI also began an *Electronic Data Transfer Service*. The new system receives and answers credit data requests via computer. It increases the speed and efficiency with which subscribers receive credit information and reduces overall operational costs. It is available to subscribers on a cost-per-report basis.

As you can see, ANPA/CBI is more than just a collection service. It is staffed by media credit experts with expertise and information that is not available from any other single source. If you're having collection problems or would like to avoid them in the future, consider subscribing. I have used CBI's services and can personally recommend them.

For additional information, contact Jim Ralph at The Newspaper Center, (703) 620-3700.

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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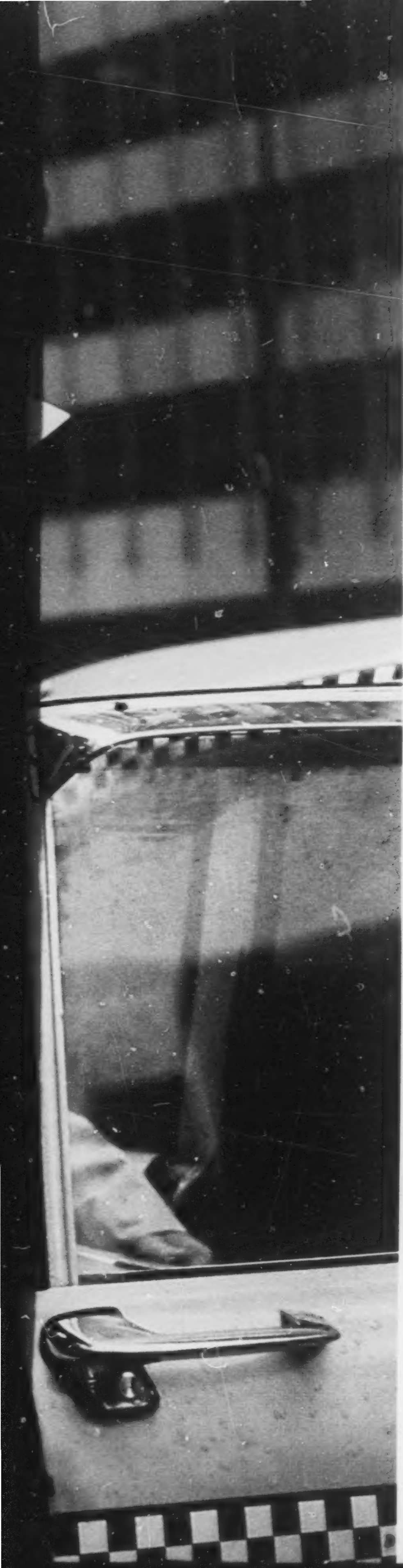

An upbeat mood prevails at ANPA's 97th gathering

Publishers who in record numbers jammed New York's Waldorf-Astoria for the 97th annual ANPA Convention April 25-27 brought with them the growing confidence of a rebounding economy and the sense that the newspaper business is going to be one of the chief beneficiaries.

Nothing they saw or heard in New York did anything to dampen that enthusiasm.

What a difference a year makes. Or two.

Two years ago, in Chicago, the watchword was "telecommunications," and there was a wariness about it that nearly matched the curiosity. Then one of the bright lights of that new world, Ted Turner, told Convention-goers that newspapers were "technologically obsolete" and "will be gone within the next 10 years."

Last year, in San Francisco, the economy was at or near its bottom when publishers met. All ad categories were down; classified left for dead. Newspapers' role in the new electronic media was undefined. In fact, with the contest with AT&T still undecided, it was unsure if there would be a meaningful newspaper role.

Now comes 1983. ANPA returns to New York City and The Waldorf-Astoria, site of each of the Association's Conventions from 1898 to 1975. A record 2,888 show up, eclipsing by far the previous record of 2,241, set in New York in 1979.

And the word nearly everyone used to describe the mood was "upbeat."

Before leaving home, publishers learned that U.S. daily circulation, sliding for the past couple of years, had rebounded by more than one million last year.

Advertising began to pick up in the first months of the year. And while the figures so far don't bring on euphoria, the direction of the numbers touched off the hope that helped to brighten the New York meeting.

Thus buoyed, publishers and guests arrived in New York to be greeted with news of the latest Harris poll, reported in USA Today, showing that newspapers have made impressive gains in the public's view for accuracy, analysis and completeness.

It was evident then that newspaper confidence, almost bullishness, was to be the mood of this Convention.

The keynote address of ANPA Chairman and President William C. Marcil set the tone. He gave the requisite warnings about the fate awaiting newspapers that fail to meet their consumers' needs. But he stressed also the "fun" of newspapering and the "friendly bunch" of people who practice it.

The "fun" was never more evident than when, in the same speech, Marcil zeroed in on Turner, whose interests are not all flourishing at the moment, and read him the same last rites Turner proclaimed over newspapers two years ago.

More good news came Tuesday when the always-optimistic Newspaper Advertising Bureau (Being optimistic is "our first assignment," General Manager Leo Bogart said.) increased its earlier 1983 ad-revenue projections and predicted a linage gain also. This following a 4-percent linage drop last year.

As usual, much of the serious work at the Convention was tackled in the clinic, or workshop, sessions. And there were some good ones—the challenge of preprints, TMC success stories, circulation sales strategies, national newspapers and how competitors sell against newspapers.

No telecommunications issues this time. A "celebration of print," Advertising Age magazine called it.

Celebration or not, important institutional issues continue to demand attention and received it. For example, freedom of information matters were discussed by New York's Sen. Daniel Moynihan, who encouraged publishers to "roar like tigers" in defense of FOI, and by President Reagan, who indicated he would rather hear a purr on the issue.

At the end, publishers bid one another *au revoir* until next April in Montreal. They won't return to New York City until 1987, the year ANPA celebrates its centennial. ☐

At left: George F. Derby (left) and Duane H. Houy, vice presidents of Publishers Equipment Corp., dart into a cab on rainy Monday.

Photo by Sue Ann Miller

Covering the Convention were 122 reporters, photographers, camera crews and technicians, plus several hundred others for the President's appearance.

Las Vegas (Nev.) Sun Publisher H.M. (Hank) Greenspun (left) chats in the hotel lobby with James W. Brockhardt of Management Planning Co.

Transportation Secretary Elizabeth Hanford Dole leads off the AP Luncheon speechmaking, soon to be followed by her husband, Sen. Robert J. Dole.

Pressure kept on in sex case
Pressure kept on

An electronically paginated page is shown by Joseph M. Ungaro of Westchester-Rockland (N.Y.) Newspapers.

Photos by Sue Ann Miller

Sen. Daniel Patrick Moynihan explains his government-secrecy concerns to Jack C. Landau of the Reporters Committee for Freedom of the Press (center) and Steven R. Dornfeld of the Society of Professional Journalists, Sigma Delta Chi.

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Convention Report

The First Day: April 25

- A rousing call for excellence
- Political team delights
- Exhorting publishers to fight
- Nuts-and-bolts talk

Press must be trustworthy, Marcil says

Readers and advertisers can lose confidence in newspapers and abandon them just as consumers have deserted other products in recent years, ANPA Chairman and President William C. Marcil warned publishers in his keynote address.

But he left no doubt he does not expect that to happen.

In the upbeat manner he portrayed throughout the Convention, Marcil vigorously delivered his speech to the Convention-opening breakfast crowd that filled the Waldorf-Astoria's giant ballroom floor and first balcony.

In his two-part message, Marcil, president and publisher of The Forum, Fargo, N.D., focused first on ANPA activities and then wound up with a rousing call for the newspaper business in general to seek excellence in service to the public.

After extensive travel in his first year at the ANPA helm, he said he detected "one, single overriding desire" on the part of readers and advertisers: "They want newspapers they can trust. They need to be sure they can believe in us. They are always searching for something that will work—and work right. And, if people don't find things that will work, they switch."

Newspapers that are useless to the reader—"and dull on top of it"—are in no better shape than other industries consumers are now abandoning, he said.

"We are fooling ourselves, my friends, if we just wring our hands over the plight of the auto industry, or the appliance business or any of the others which need to rebuild consumer confidence," he said. "The bell tolls for us, too."

To survive and flourish, he said, newspapers must "deliver quality every day"—not just in printing, delivery and editorial product, but particularly in all relations with the public and in business dealings.

These and other challenges, he said, "we must meet ourselves, without stalling around waiting for help that isn't coming."

Marcil quoted former heavyweight boxing champion Joe Frazier, "who knew what was demanded, when he said: 'If you cheat on your roadwork in the dark, you'll get found out under the bright lights.'

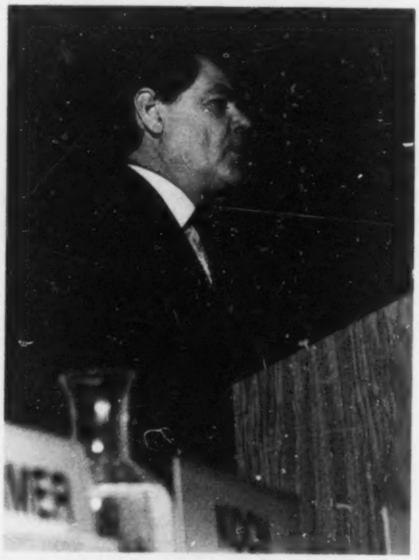
"And nobody works every day under brighter lights of public scrutiny than we do," the ANPA chairman said. "If we fail, everyone knows it."

Failure, however, was not Marcil's expectation.

The hope for newspapers, he said, lies in the "great strengths" they bring to the task—professionalism, dedication to improve themselves, use of advancing technology and a sound economic base.

In fact, the ANPA chairman was confident enough of the strengths of newspapers to take a moment in his speech to twit cable entrepreneur and would-be media seer Ted Turner.

He noted that at the 1981 Convention in Chicago, Turner had "read us our own last rites and said: 'I love ya; you were great while you lasted!'" Yet now, Marcil said, Turner seems eager to work out a merger "with just about any one of our companies that would talk to him!"



Marcil delivers the keynote address.

"Well," Marcil chuckled, "we love ya, Ted; you were great while *you* lasted!"

Speaking from the middle of a four-level dais seating the leaders of 38 major press organizations, Marcil noted the increased level of cooperation over the past 10 years. "We are all striving to attain the same goals and seeking to do the same thing—to perfect and protect a free press for a free people."

Focusing on ANPA activities over the past year, he cited highlights including:

- A successful effort in the AT&T case, preserving opportunities for fair competition in the new telecommunications arena
- Joining with others to further court cases on courtroom access, press/bar guidelines, freedom of information, discriminatory state taxes, and others
- Forming an effective coalition with the Newspaper Advertising Bureau and the National Newspaper Association to preserve fair second- and third-class postal rates
- Development of a voluntary Standard Advertising Unit system that has been endorsed by the ANPA and NAB Boards (see story, p.44)
- ANPA Foundation involvement with the National Newspaper In Education Week. "It might just be the most important thing we did all year."

For the audience, another highlight was Marcil's announcement of no dues increase this year. They applauded.

Concerning other Association activities, Marcil seemed particularly proud that the new research and training addition to the Reston, Va., headquarters building is virtually completed and that, "with only a few exceptions," the key professional staff from the Research Institute in Easton, Pa., will be moving to the new facility. ☐

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Moynihan warns of First Amendment threats

'It is time you tigers roared,' publishers told

Sen. Daniel Patrick Moynihan (D-N.Y.) exhorted publishers to speak out against attacks on freedom of the press and freedom of information, telling the audience at the ANPA Keynote Breakfast, "It is time you tigers roared."*

The theme of his speech was the need for vigilance to threats to press freedom, and he indicated that he does not feel the U.S. press always has been active enough in this regard.

Moynihan said "there is truly a menacing atmosphere gathering in Washington." He said the Reagan administration has increased "pressures" on the press "with the full cooperation of the Congress."

The vice chairman of the Senate's Select Committee on Intelligence, Moynihan cited the Intelligence Identities Protection Act of 1982, which makes it a crime to publish the names of covert U.S. foreign intelligence agents.

He said the Senate, at the urging of the administration, changed the bill's language to make it unlawful to publish an agent's name if there is "reason to believe" publication would harm U.S. foreign intelligence activities. The bill originally had required that for publication to be against the law, there would have to be intent to harm intelligence activities.

Moynihan said he believes the law violates the First Amendment.

The New York Democrat criticized the press for not reporting more extensively on an unsuccessful attempt last year in the Senate to strip the U.S. Supreme Court of jurisdiction over prayer in public schools. He said if the Supreme Court could be denied jurisdiction in one aspect of the First Amendment, it could be denied jurisdiction in any aspect—including freedom of the press.

Moynihan announced plans to offer a constitutional amendment that would prevent Congress from denying the Supreme Court appellate jurisdiction, and he appealed for the publishers' support.

He also said he didn't think the publishers had been heard from on the issue of the Reagan administration's March 11 directive aimed at stopping leaks of classified information. Among other things, the directive requires federal employees with access to particularly sensitive classified information to submit articles or books for pre-publication, government clearance.

An Association official later pointed out that in recent congressional testimony on the Freedom of Information Act, ANPA had referred to the directive as one of the "more troubling" changes made by the Reagan administration in information policy.

Moynihan also said the American press was slow to report on and respond to threats posed to international press freedom. But he said efforts by "free nations and the free press of those nations" to slow attempts in UNESCO to establish government control of the news media as a universal standard are beginning to have "some success."

The efforts he specifically referred to were the 1981 meeting in Talloires, France, of press representatives from free press nations that resulted in a declaration opposing proposals that would restrict press freedom, and to the law enacted last year that denies U.S. funds to UNESCO if it implements any anti-free press policies. Moynihan was author of one of the bills that led to the law. ☐

Convention Arrangements Committee Chairman Ray Shaw, president of Dow Jones & Co. Inc., presides over the Convention that set a registration record of 2,888.

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*The reference was to a speech made to the 1976 ANPA Convention by Judge Harold Medina, who said the press must "fight like tigers every inch of the way" in defense of press freedom. ANPA Chairman and President William C. Marcil had alluded to it in his keynote address just before Moynihan spoke.

Future Convention schedule

1984	Montreal, April 30-May 2
1985	Miami Beach, May 6-8
1986	San Francisco, April 21-23
1987	New York City, May 4-6
1988	*Honolulu, April 25-27*
1989	Chicago, April 24-26

Board supports end to content regulation

Following up on its previously adopted policy statement that freedom from government regulation of content should be "maximized" for all media, the ANPA Board of Directors at its April 23 meeting approved the following resolution: "In order to advance the free flow of information, ANPA intends to support initiatives aimed at preventing or repealing statutes, regulations or policies at all levels of government which permit government content regulation. Most offensive of existing content restrictions are those such as the so-called fairnesss doctrine and equal time requirements which deprive broadcasting and cable television of basic editorial freedoms now enjoyed by other media. ANPA supports efforts to remove those existing government restrictions which regulate media coverage of political and public issues." (See story, p. 32.) ☐

Cassette tapes available

Cassette recordings are available of all 18 sessions of the Convention. Prices range from $6 to $15, with taxes and first-class postage included. A complimentary cassette album comes with the purchase of 12 cassettes.

For more information or to order, contact Quik Cassette Corp., 250 W. 57th St., New York, N.Y. 10019; (212) 977-4411. ☐

Husband-wife team of Dole and Dole regale AP lunch

Sen. Dole takes his turn at the AP Luncheon podium.

In one of the liveliest sessions, the highest-ranking husband-and-wife team in government service displayed their humor.

Elizabeth Hanford Dole, secretary of the Department of Transportation, said she favors testing of air bags in government vehicles. "I should know a lot about them," she said at one point. "I married one."

Instead of using his well-known, biting humor on his wife, Sen. Robert J. Dole (R-Kan.) mainly engaged in the self-deprecating variety. For example, he noted that People magazine had pictured the couple making their bed together. When a male friend protested that the photo could cause problems for men all over the country, Dole replied, "The only reason she was helping was they were taking pictures."

Their joint appearance before the AP Luncheon did have its serious moments, however. Secretary Dole asked newspapers to support her crusade to rid the roads of drunk drivers. She also said a new air traffic control system will double capacity and "do for the air what the interstate system did for highways."

Sen. Dole said "the Reagan revolution" is for real. A byproduct of it is an economy that is "starting to expand," he said.

But he parted with the Reagan administration by saying there is "great room" for further cuts in federal spending—including that for defense. "We'll all have to give a little. I can't have it my way, others can't have it their way, and I doubt the President can have it his way."

AP board exploring new assessment formula

The Associated Press Board of Directors continues to grapple with finding an appropriate new dues assessment formula, AP Board Chairman Frank Batten reported at the wire service's annual meeting.

"We have a formula now that is both complex and, many believe, outdated," he said. "If we can arrive at a new formula that is fairer and less complex, we will embrace it. We have not yet found such a formula."

Batten said the 1983 membership assessment increase of 9.5 percent [presstime, Dec. 1982, p. 45] was "large" but "also unavoidable."

He told the membership that AP staff, instructed to hold expenditures to "absolute essentials," has cut more than $3 million in spending from this year's budget of about $180 million.

Batten, chairman and chief executive officer of Landmark Communications Inc., Norfolk, Va., also said the AP's entire 900-dish satellite system will be in place within a few months. The project originally had been scheduled for completion by the end of 1982.

In other business:

- Batten said the wire service is seeking more revenue sources, especially outside the United States, "so that there can be an easing of the burden on members." He referred specifically to AP-Dow Jones financial and economic wires offered abroad, and to numerous spinoffs now being offered or planned.
- Members approved a bylaws change lifting the $500,000 ceiling imposed on the AP's sale of "bonds" that members may buy. James F. Tomlinson, AP vice president, secretary and treasurer, explained that newspapers may buy up to 40 bonds—depending on their level of AP assessment—at $25 apiece. Each bond represents one vote in director elections. Newspapers also own one bond as part of basic membership.

AP bylaws previously allowed the wire service to sell only $500,000 worth of these non-interest-bearing bonds. But AP membership has grown to include 77 percent of U.S. daily newspapers representing 87 percent of daily circulation. Their entitlement—that is, the amount they theoretically could purchase in AP voting bonds—has reached just under $1 million, although actual purchases so far have reached only $489,000, Tomlinson explained.

- Members elected two new board of directors members and re-elected four incumbents.

The new members are Frank A. Daniels Jr., The News and Observer and The Raleigh (N.C.) Times, with 10,626 votes; and Robert C. Achorn, Worcester (Mass.) Telegram and Gazette, 5,918 votes.

Incumbents are William J. Keating, The Cincinnati Enquirer, 11,993 votes; Harold W. Andersen, Omaha (Neb.) World-Herald Co., 11,664; John M. Jones, The Greeneville (Tenn.) Sun, 9,454, representing cities with less than 50,000 population; and Howard H (Tim) Hays Jr., Press-Enterprise of Riverside, Calif., 8,538.

Newspapers describe successful TMC programs

Total market coverage can increase ad revenues, protect a newspaper from direct-mail and other competition, and help boost paid circulation.

That's why executives of six daily newspapers from a cross-section of the newspaper business emphasized the importance of total- and selective-market programs at the clinics on "Newspaper TMC Success Stories."

David Targe, executive vice president-marketing of Newsday, said the Long Island, N.Y., daily began mailing preprints to its nonsubscribers in the early 1970s. They made up 40 percent of households in the paper's coverage area. But mailing "got expensive, and it really wasn't too efficient," he said.

So the newspaper assigned its 8,000 youth carriers the additional task of delivering preprints to nonsubscribers on any day of the week advertisers chose.

In 1974, Newsday also began offering TMC for national, retail and classified advertisers with a Weekly Special, a tabloid published Thursdays with an editorial cover page and other editorial material.

Last fall, the publication got a "facelift" and was reintroduced as Newsday Extra.

In the last five years, Targe reported, the "contact" built with Long Island residents has resulted in a 9-percent increase in paid circulation, despite a price increase from 15 to 25 cents daily. Sunday circulation increased 24 percent, even though the price increased from 35 cents to $1.

The latest part of Newsday's "total market selling," as Targe called it, was introduced May 1 as part of Newsday's first cable venture. It is a 24-hour news channel including text and video programming, with 12 to 15 minutes of advertising each hour.

In contrast to the Newsday success story, Don P. Campbell, president and publisher of The Columbian, Vancouver, Wash., said his company's first venture into the TMC field was a failure.

About 10 years ago, Campbell said, The Columbian began publishing free weeklies to provide total market coverage. Delivered by carrier both to subscribers and nonsubscribers, the four weeklies were "quality" publications covering local news.

But readership was "below our expectations. Advertising linage was disappointing, and profits were disappointing," Campbell said. Last year The Columbian dropped them and started a single, carrier-delivered "People magazine-type publication" called Mid-Week. It was "immediately profitable," Campbell said."

Mid-Week was patterned after This Week—the TMC product produced by The Oregonian of Portland. Mid-Week features profiles of prominent local people, a gossip column, entertainment column, singles column and others.

Another speaker said his TMC product also was patterned after This Week of Portland. It even uses the same name. But unlike the Newsday and Columbian TMC publications, it is mailed third-class.

Arthur Diaz, vice president and general manager of Paddock Publications of Arlington Heights, Ill., said since his firm started its This Week last June, the publication has increased his company's ad revenues 25 percent.

Paddock's first step in compiling an accurate mailing list was buying a list of addresses. It asked 19 post offices to correct the listings and to arrange them in the order of house-to-house delivery. Subscribers were deleted from the list.

Paddock's This Week features a locally written, front-page personality profile and food stories. The remainder of the publica-

Pros and cons of marketing plans debated at clinic

"What they're saying is that we need to get out there and tell our readers what we have," one listener said following a crowded session on "Newspaper Circulation Sales Strategies."

Two panelists described how they applied long-term strategies at newspapers in Philadelphia and Kingsport, Tenn., while a third pointed out the limitations of such strategies.

Moderator Ralph Gibson, The Miami Herald's vice president of circulation, said a model marketing strategy consists of

- *Analyzing* where you are now
- *Planning* where you want to be
- *Executing* the actions to get there.

Changes in Philadelphia have required different strategies, noted John J. Brown, senior vice president of the Philadelphia Inquirer and Daily News. After Knight Newspapers (now Knight-Ridder) acquired the dailies in 1969, the first strategy was to build credibility among readers, he said. "By 1975," he added, "we felt confident enough in our position in the market to begin establishing aggressive, long-term circulation and advertising goals."

A study was commissioned to learn more about the newspapers' readers and about the readers of the then-competing Philadelphia Bulletin. The study buttressed an advertising/circulation plan to focus the morning Inquirer's efforts on the suburbs, while the afternoon Daily News concentrated on the city.

The Inquirer had come through the study as being strong on news but not on entertainment and features. So, among other things, the Inquirer added a Friday weekend section, a "people" page and expanded daily television listings. "These changes, along with attendant promotion, were expensive," Brown noted.

Edward T. Parmelee, Knight-Ridder vice president/marketing, observed that while a newspaper's budget will vary with the difficulty and scope of its objectives, "Don't scrimp. The investment must be equal to the task."

Brown said The Bulletin soon "found itself in a competitive environment in which pressure did not relent." By the fall of 1980, the Inquirer and News began planning for the possibility The Bulletin might fold.

When The Bulletin did close in January 1982, the Inquirer and News were ready to implement their plans, which included hiring former Bulletin circulation district managers.

"This solved the problem of our not having Bulletin route lists," Brown said. "Of the 250,000 daily circulation available to us, the Inquirer and News quickly achieved over 200,000."

Despite the closing of The Bulletin, Brown said, "Ours is still a very competitive market. We are surrounded by 13 dailies, six Sundays, and numerous weeklies and shoppers."

tion's 25-percent editorial content is syndicated material.

Woodrow G. Shadid, advertising director of The Daily Pantagraph in Bloomington, Ill., said his newspaper's TMC vehicle, The Messenger, also has met success through the mails since introduction in February 1982.

"We didn't concern ourselves with which method would be the least expensive, but which was the most acceptable to our advertisers," he said.

For towns in which the newspaper had carriers, Shadid sent his deliverers a form to fill out showing names and addresses of subscribers, plus information about nonsubscribers such as addresses.

For rural routes, Shadid's staff drew from the telephone book all names and addresses, then deleted subscribers from that list. The Pantagraph also got the Postal Service to correct addresses.

Ferguson E. Rood, vice president/advertising & marketing of the Atlanta Journal and Constitution, said his company's 15-month-old program called "Reach"—Regionally Enhanced Advertising Coverage of Households—"combines the immediacy of direct mail with the prestige of the newspaper." "Reach" consists of two programs.

One is called "Zap" (zoned area preprints), which involves distribution of inserts to subscribers through the normal carrier system. Preprint advertisers can place their circulars in up to 21 zones "to afford smaller geographic areas for more precise target marketing," Rood said.

The second program is called "Zip"—this one not an acronym and referring to mail delivery to nonsubscribers.

The insert package is placed inside a jacket called "Reach for Good News," which is a "sampler of newspaper articles and columns from our daily newspapers."

Dolph C. Simons Jr., publisher of The Lawrence (Kan.) Daily Journal-World, said his newspaper's TMC product "JW Plus" is a tabloid mailed to all nonsubscribers. It also is inserted into the paid daily.

Simons said the editorial backbone of "JW Plus" is television listings, including programming carried by the local cable system which his company owns.

Simons was among the most vocal in urging publishers to take related action. "One of the serious problems we have in this business is complacency," he said. "We need to get hustling." □

The Columbian's Campbell (left) explains the TMC publication Mid-Week.

Frank H. Leeming, publisher of the Kingsport Times-News, said the principles of achieving growth through long-term planning are the same for virtually every newspaper, whether they are large papers like the Inquirer or small- to medium-sized dailes like his own.

According to Audit Bureau of Circulations averages for the six months ended Sept. 30, 1982, the all-day Times-News circulation was 45,154, compared with 43,132 a year earlier. Leeming said circulation now is about 46,500.

While large newspapers usually have long-term plans, "too few" smaller papers have them, Leeming said. He noted that 85 percent of U.S. dailies have less than 50,000 circulation. "How papers our size solve problems is more relevant than how things are done at the enormous metros," he said. "Every newspaper, regardless of size, must determine where it's going."

Kingsport, with a population of 32,027, is one of the smallest cities with competing dailies [presstime, May 1981, p. 8]. The Times-News serves a market known as the Tri-Cities, the nation's 91st-largest market with 460,000 people and 167,000 households.

When Leeming arrived in Kingsport in 1978, he found the region's communities were linked in many ways. "Our conclusion was in time there would also be a regional newspaper [presstime, April 1983, p. 51]. We felt it should be the Times-News."

With 87-percent penetration in the newspaper's city zone, growth opportunities were limited unless the paper could expand its sphere of influence.

The newspaper established a policy of having process color above the fold on page one every day, and using process color on every section front as often as possible. "Color became our trademark in the region," he said. "Single-copy sales increased. . . . We found that news purists who say you shouldn't run color for color's sake are wrong."

Leeming said heavy editorial color also was the best tool for selling color advertising. "Between 1978 and last year, revenue from the premium we charge for color advertising increased 381 percent."

From talks to community groups, "we became convinced much of the criticism about our newspaper—and newspapers in general—springs from a lack of understanding about what newspapers are all about," he said. So the newspaper began a series of house ads to inform readers.

Leeming said the newspaper employs 130 full-time people, with a newsroom staff of 35 full-time and eight part-time employees. "We have twice as many people and don't do as much in circulation," moaned one member of the audience.

Knight-Ridder's Parmelee urged publishers to stick with whatever marketing strategy they adopt. "If you change the strategy approach on whim or fancy—or curtail the agreed-upon budget and personnel commitments—you are likely to end up confusing the audience you are after as well as your own sales organization," he said.

Preprints called a mixed blessing for newspapers

Both sides were presented at the clinics on "Preprint Advertising: New Challenges and Opportunities."

Moderator Gerald T. Tache called preprints "a major threat to newspaper advertising" and said they have brought about a "fundamental change" in newspaper revenue, production and distribution

On the other hand, Tache said, "there are many opportunities for newspapers to profit from the preprint boom."

Newspapers distributed almost 29 million inserts in 1982, the vice president for newspaper operations for Ottaway Newspapers Inc. added, and, judging from first-quarter reports, the figure could exceed 30 million this year.

During the clinics, another newspaper executive expressed his mixed feelings about preprinted advertising inserts, while a panel of coupon-insert producers gave their views on newspapers as vehicles for their products.

Jerome S. Tilis, senior vice president of Philadelphia Newspapers Inc., said newspapers' ambivalence toward preprints stems from the fact that the additional revenue that preprints bring in comes at the expense of run-of-paper advertising. "I believe we are losing the ROP skeleton around which we make the newspaper," he said.

Tilis advised newspapers to try to get back into ROP those advertising messages that can be conveyed just as effectively without the high quality graphics that preprints provide.

To make it easier for advertisers to purchase ROP space, the Philadelphia dailies launched a program known as "Mass Impact." Tilis said while it has worked, he is concerned that some of the newly generated ROP business will be lost because the program is the "exception" to advertisers' regular buys.

Tilis also provided attendees with suggestions on how to prevent their preprint business from shifting into the mails. In addition to providing a total-market-coverage vehicle, he said, newspapers should arm themselves with information on the performance of direct mail so they can better contrast this delivery method with their own.

For their part, the coupon-insert producers expressed general satisfaction with newspapers as a distribution vehicle, but they also pointed out areas for improvement.

Robert J. Neely, president and chief operating officer of Marketing Showcase Inc., a producer of a free-standing coupon insert and a direct-mail advertising piece, contrasted the two products. His company's free-standing newspaper insert, "Product Movers," is the best way to saturate a market with a coupon; but an advertiser that wants to target a selective market should use the direct-mail piece, "Showcase Direct," he said.

According to Neely, direct mail offers security—an important consideration for advertisers worried about coupon misredemption—and additional space on the mailing envelope for displaying products. Probably its biggest selling point, though, is its ability to distribute product samples, he said.

David A. Brandon, vice president/sales and marketing for George F. Valassis & Co., a coupon-insert producer, said newspaper inserts' "bottom line" advantage is the cost-per-coupon-redeemed.

So long as inserts can "remain efficient" in that area, compared with alternatives, their position will be strong, he said. But, he added, the narrow cost gap between newspaper inserts and direct and shared mail should prevent those in the newspaper insert business from becoming too cocky or too greedy.

Brandon listed some things that newspapers can do to increase their insert business, such as: initiating or expanding frequency discounts; working with the insert company to accommodate distribution of product samples; not requiring delivery of inserts too far in advance of distribution date; distributing inserts only on the day they are scheduled to be distributed; and improving zoned distribution.

He also said the Audit Bureau of Circulations' Coupon Distribution Verification Service should be "tougher" and ABC should work with newspapers it identifies as having coupon security problems until they are resolved.

Grand Forks (N.D.) Herald Publisher Michael Maidenberg queries the preprint clinic panel.

Some newspapers recently became concerned, Brandon said, when Valassis printed a coupon ad for a K mart product. He stressed that the company has no plans to incorporate local ads into its inserts. It would, however, continue to take a "non-retail-oriented" ad that otherwise would go to magazines, shared mail or direct mail.

A representative of another company that recently caused concern among newspapers also played down that aspect of his firm's operations.

Russell D. Bowman, vice president/marketing research for John Blair Marketing, said the new direct-mail program being launched by Blair and Advo-System Inc. is a "very small part of our company." He said "Network Mail" initially would have only four pages compared with Blair's 16- to 24-page newspaper inserts.

Bowman said newspaper inserts offer three advantages over direct mail and magazines:

- They are well-read. He cited research findings that newspaper inserts are the third best-read part of the Sunday newspaper behind the front and magazine sections.
- They offer greater amounts of advertising space and other "creative" advantages.
- They can be marketed through such things as a five-second spot at the end of a TV commercial, calling attention to the newspaper coupon for that product.

In another presentation, Assistant Postmaster General Edward J. McCaffrey reported that the volume of third-class mail (used for direct-mail advertising) increased more than any other last year. Volume rose more than 9 percent, while first-class went up a little more than 1 percent, second-class decreased about 4 percent and fourth-class increased about 1 percent. McCaffrey said third-class volume has risen about 80 percent since 1970.

McCaffrey also discussed proposals for third-class rate changes.

A week later, on May 3, the postal Board of Governors accepted a new rate package proposed by the Postal Rate Commission including a carrier-route, presort rate of 7.4 cents per piece. ANPA has opposed that rate, saying it could result in a postal revenue shortfall. The Association had asked that the existing rate of 7.9 cents be maintained. ☐

Newspapers explain different approaches to pagination

There was one clinic of a technical variety that is more commonly associated with ANPA's other major annual meeting, the Operations Management Conference and Exposition. But attendance showed that publishers, too, are interested in "Three Approaches to Pagination."

The pioneering pagination panelists provided up-to-date reports of how their systems are working and what paths they hope to blaze next.

Although his definition is not universally accepted, Publisher William R. Applebee of the Star-News in Pasadena, Calif., said pagination "is the electronic assembly of pages, either automatically or interactively, with all graphic elements in place and their subsequent output on any recording material—paper, film or plate."

By that definition, "there is only one total pagination system at a newspaper, and we've got that one in Pasadena," Applebee said.

The Star-News purchased the $1.9-million Newspaper Pagination System from Information International Inc. two years ago and began using it in January 1982. The system represented an adaptation of technology first used in 1977 to produce U.S. News & World Report magazine.

"Theoretically," Applebee said, "we could easily paginate 100 percent of the paper and dip right down to zero in the composing room" but for a labor contract that gives the International Typographical Union jurisdiction over retail advertising paste-up [presstime, Dec. 1982, p. 38]. The nine remaining composing room employees—down from 22 two years ago—are helping to produce the Knight-Ridder daily's All Sports spinoff publication (see story, p. 36).

Within the next year, the Star-News will add the capability of paginating pages containing four-color artwork. The paper plans to use Triple I's InfoColor scanner for six months "and then decide whether to buy it," with the cost "in the $200,000 range roughly," Applebee said.

An earlier and less-expensive pagination system has been used since early 1981 to produce news columns of the Westchester-Rockland (N.Y.) Newspapers Inc. Although the Hastech Inc. system has lacked the capability to digitize graphics, this feature will be added in the next 12 to 18 months, said Vice President and Executive Editor Joseph M. Ungaro.

Meantime, the Gannett Co. Inc. dailies will begin paginating advertisements "in the next few weeks," he said.

"Our goal is computer-to-plate printing," Ungaro explained. "We can realistically expect that in this decade we can go from the mind of the reporter to the computer and to the plate without any human intervention."

The Hastech PagePro system uses a two-screen terminal; it allows an editor to edit a story on one screen and to position the story on the other screen's electronic page dummy. The Triple-I pagination terminal contains only a layout screen, which means an editor's desk also must contain a word-processing VDT. However, answering a question from the audience, Pasadena's Applebee said this arrangement is not inconvenient.

The third system described at the clinic does not use a page-display terminal at all. Rather, the editor—working off a series of vertical and horizontal coordinates—enters electronic commands, and the computer assembles the page accordingly.

William R. Freeland, vice president of technology for Acton, Mass.-based Beacon Communications Inc., said, "The value of a full-page display terminal, once considered a 'must-have,' now seems to be a less-pressing demand." A higher priority is to add the capability of handling graphics electronically, he said.

Beacon's Harris 2558 system is used in producing 14 weekly paid newspapers and two total-market-coverage products. A unique feature makes it possible for pagination to be accomplished from any of 64 in-house VDTs or from a like number of telephone-linked remote terminals. Also part of the system are four Harris 2221 ad-display terminals used for ROP ad composition, minus graphics.

Significant improvements to all pagination systems lie ahead, Freeland noted. "The technology is rushing forward at terrific speed," he said. ☐

Wald Astoria

Convention Report

The Second Day: April 26

- A candidate sounds off
- Advertisers tell their side
- Dissecting national papers
- Annual ANPA election

UPI's new owners sketch their agenda

The United Press International Luncheon featured an introduction of the new owners and an update of goals and plans for the wire service's financial turnaround.

Bigger news came hours before the session, however, when USA Today reported that in a cost-cutting effort, UPI would move most operations out of New York City.

Meeting with reporters following the luncheon, principal owners Douglas F. Ruhe and William E. Geissler confirmed that administrative headquarters will shift to Nashville, Tenn., where they continue to serve as top executives of Nashville-based Focus Communications, a company involved in developing low-power television and direct-broadcast satellite projects.

According to UPI officials, the national, international and photo desks this summer will move to Washington, D.C. The financial, sports and New York-area news desks, the photographic library and some feature writers will stay in New York.

Ruhe, managing director and chief executive officer, also said in the impromptu question-and-answer period with reporters that UPI had promised to discontinue the controversial practice of selling new business by offering "scale-up" contracts. But the wire service has not lived up to that assurance.

Ruhe said the promise was made by former UPI President Roderick W. Beaton. "We (the new owners) did not participate in those agreements." He added, "We cannot live with that in a competitive environment. It is not competitive."

A scale-up contract allows new subscribers to get service at a reduced rate in the early years of the contract. The price then increases annually to the full price. Several newspapers recently have complained about those contracts, saying they are unfair to full-rate-paying customers.

Ruhe said scale-up contracts used today differ from those offered several years ago in that today's deals are based on a uniform rate card. That is, the price paid in scale-up contracts will reach a pre-determined, uniform level in the concluding years of the contract. Before, contracts were based on no universal schedule. Deals were struck individually.

The owners said they expect UPI to reach a "cash flow break-even (point) by the end of this year." (See story, p. 62.)

In other matters, UPI announced formation of UPI Computer Research Corp. that will develop "low-cost, easy-to-use computer systems designed specifically for each segment of our client base." Ruhe said the subsidiary "proceeds naturally from our commitment to provide total information, as well as information management technology to our subscribers."

President William J. Small, who succeeded Beaton, said at the luncheon that UPI plans to present more science reports, an "Inside Russia" column, regional business features and better graphics. ☐

Mondale flays Reagan policies

A somber Walter F. Mondale said that Reagan administration policies designed to strengthen the United States are having the opposite effect.

"Ironically, tragically, inadvertently but unmistakably, President Reagan is weakening America," said the frontrunner for the 1984 Democratic presidential nomination.

"At home, he has squandered the mandate for a strong, sensible defense," Mondale told the UPI Luncheon. "Abroad, he has undermined confidence that our strength will be used responsibly."

According to Mondale, Reagan "operates from fundamentally flawed premises about preventing war and keeping peace. The Reagan argument, in brief, is this: Russia is strong. America is weak. Arms control traps us into remaining weak. An arms race would serve our interest and prove our toughness."

Addressing those points, the former Vice President and Minnesota senator said that:

- In every measure of strategic power except land-based missiles, the United States is ahead of the Soviet Union.
- "Mutual, verifiable arms control strengthens our security" and that of our allies by stabilizing the arms race.
- A stepped-up arms race cannot be won by the United States because the Russians would not allow it to happen.

Mondale said Reagan "thinks national security requires us to prove our manhood, when in truth it demands we demonstrate our maturity."

"Today, by all rights, world outrage about Soviet military adventurism should be strengthening the Western Alliance." Instead, he said, world anxiety about Reagan defense policies has hurt NATO.

Mondale called for a summit with the Soviet Union and for regular summits in the future; for a mutual, verifiable freeze on nuclear weapons development; for modernizing conventional forces; and for continuing a number of weapons programs but excluding the MX missile.

In the only lighthearted part of his appearance, Mondale noted that ANPA Chairman and President William C. Marcil is publisher of The Forum in Fargo, N.D., across the Red River from Minnesota. "In 22 years of my seeking office, they have an unblemished record," Mondale said. "They've never endorsed me for anything." ☐

At left: Democratic presidential candidate Walter F. Mondale says Reagan administration policies are weakening the U.S.

Photo by Sue Ann Miller

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Optimistic NAB hails new way to analyze ads

The Newspaper Advertising Bureau put the results of its new computerized analysis of newspaper advertising expenditures on stage in its General Session program.

The new methodology gives the bureau measurements that are "as accurate as any available for any advertising medium," said NAB Executive Vice President and General Manager Leo Bogart.

Bogart reported that the new analysis has determined that NAB's former measurements—based on reports from Media Records Inc. and other information—were "remarkably close to the mark, but that certain kinds of advertising traditionally classed as national are really being billed at the retail rate."

The new estimates show that newspaper advertising expenditures increased by 7.1 percent in 1982 to $17.69 billion, with national up 8.6 percent, retail up 7.3 percent and classified up 5.9 percent. Previously, using base figures that have since been revised, the bureau estimated that newspaper expenditures were up 6 percent to $18.3 billion in 1982, with national up 12 percent, retail up 8 percent and classified down 1 percent [presstime, Feb. 1983, p. 29].

The new measurements are based on rate and discount information collected annually and linage information collected monthly from about 700 daily and 500 Sunday newspapers.

The bureau also has adjusted its projections for 1983. It now estimates advertising expenditures in daily newspapers will increase 11 percent overall, with increases of 11 percent expected in national, 10 percent in retail and 13 percent in classified. Previous projections were for an overall increase of 10.5 percent, with national expected to be up 12 percent, retail and classified up 10 percent.

The bureau was optimistic that dailies' advertising linage, which it said dropped last year by 4 percent, would show gains, too.

"We're anticipating real linage growth in every sector of our business," Bogart said.

Bogart also reported on a new NAB study calculating daily newspapers' percentage of *consumer* advertising. He said the study revealed daily newspapers got 35 percent of the $50.92 billion spent on consumer advertising in 1982. NAB's consumer advertising total excludes so-called "business-to-business" advertising expenditures that are part of the widely quoted annual study by the New York advertising firm of McCann-Erickson Inc. Preliminary McCann-Erickson figures for 1982 showed newspapers received 27.3 percent of the $67.3 billion in advertising expenditures garnered by all media.

NAB's Alfred Eisenpreis questions retailers (from left) Goldberg, Brandt and Feldberg.

For the second year in a row the NAB program also featured presentations by several leading advertisers.

Speaking as a national advertiser, New York City advertising agency chief Paul C. Harper Jr. said newspapers offer "a quality product that provides an environment of excitement and relevance" for advertising.

Harper, chairman of the board and chief executive officer of Needham, Harper & Steers Inc., listed four things he would like to see more of in newspapers: tough editorial postures, investigative depth, story fulfillment (he said he sees too much writing that is "thin, incomplete, inconclusive and sometimes even incoherent") and style.

Retailer advertisers were represented by three panelists who were asked a series of questions, including what newspapers could do to improve relationships with retailers.

Robert C. Brandt, chief executive of Bayles Furniture Inc. in Rochester, N.Y., suggested the following: better communication by newspapers' account representatives, annual or semiannual meetings with retailers to make them feel closer to newspapers, and more combination rates and other "deals" to erase the impression that advertisers are at the mercy of newspaper monopolies.

Sumner L. Feldberg, chairman of the board of the Zayre Corp. of Framingham, Mass., said he was eager to see newspapers maintain and improve their penetration, particularly in central cities.

Another retail executive said newspapers should learn from each other, especially from those that are most aggressive in circulation sales. Carol R. Goldberg, executive vice president and chief operating officer of The Stop & Shop Cos. Inc. of Boston, also called for better personal relationships between top newspaper executives and retailers.

All three retailers agreed that editorial content is important, particularly that which ties in with their products through special sections or supplements.

Classified advertiser Richard J. Loughlin, president and chief executive officer of the Century 21 Real Estate Corp., told the audience that as the economy improves and as his company diversifies into the financial services area, it expects to expand its classified budget. ☐

'Why you should advertise with me, not them'

It was an opportunity to spy on the enemy. Publishers heard some of the arguments salespeople from competing media use against newspapers in pitching for advertising business.

The clinic on "How Our Competitors Sell Against Newspapers" studied the case of a Chevrolet dealer in Rochester, N.Y. What do you tell him in an effort to get all or a large part of his $180,000-a-year advertising budget?

Lawrence J. Deutsch, vice president and local sales manager of KBTV-TV in Denver, told the car dealer "we offer 98 percent circulation" versus 69 percent in household penetration for Rochester's two daily newspapers combined. His use of the word "circulation" drew derisive murmurs from some of the newspaper executives in the room.

Deutsch also stressed that people spend more time with TV each day than with all other media combined, and that television allows an advertiser to present a message containing "sight, sound, motion, emotion and color." In addition, new equipment makes it possible to produce elaborate TV commercials at reasonable cost, he said.

Shannon cites "less clutter" of billboards.

The radio representative, James D. Mulla, said a radio spot offers flexibility—it can be changed with one telephone call; immediacy—"Have you ever tried to wake up to a billboard, or get current temperature from a newspaper, or current traffic conditions from TV?; and the ability to target a particular audience (listeners of rock music, country and western music, classical music, etc.).

Mulla, president and general manager of WLQV-AM and WCZY-FM in Detroit, also pointed out that radio advertising rates increased proportionately less in recent years than those of other media. One big reason is the abundance of radio stations in larger markets, he said, contrasting the situation to newspapers, which in most locations enjoy a local monopoly.

Speaking for the outdoor advertising industry, Ann W. Shannon, vice president marketing and research of Gannett Outdoor, said a major advantage of billboards is "less clutter." She showed a slide of a billboard with an automobile ad; then she showed a billboard with the pages of a newspaper pasted on it—and challenged the audience to locate a particular advertisement.

Focusing her attention on the broadcast media, she said that people listening to the car radio "push a button when a commercial comes on." And TV viewers leave the room during commercial breaks. "They'll be right back, after your message," she said to the car dealer, slightly modifying the familiar slogan of TV announcers.

Mark R. Arnold, vice president advertising of Gannett Co. Inc. and director of sales for USA Today, also was on the panel. He offered a few familiar tips for selling against the other media, such as the eroding effect new video sources are having on network television's audience.

Arnold also provided this new twist to the old argument about the staying power of newspaper messages. "Let's say that you have an opportunity to buy an ad in the newspaper that would be printed in a special kind of invisible ink . . . so that every copy that comes off the press is absolutely blank in that spot. Then on Tuesday afternoon at 3 o'clock, your ad appears; and at 3:01 p.m., it disappears. . . . (That) is the sort of thing that happens in some (other) media." ☐

NAB elects new treasurer, 7 new directors

In the only change in the officer ranks of the Newspaper Advertising Bureau, William O. Taylor of The Boston Globe was elected treasurer for a one-year term. The election took place at the April 24 meeting of the NAB Board of Directors held in conjunction with the ANPA Convention.

Taylor succeeds Frank A. Bennack Jr. of The Hearst Corp., who retired from the board after serving eight years.

Officers re-elected for one-year terms were Lloyd G. Schermer of Lee Enterprises, Davenport, Iowa, chairman; Tom Johnson of the Los Angeles Times, vice chairman; and Arthur Ochs Sulzberger of The New York Times, secretary and assistant treasurer.

At the bureau's annual business meeting April 26, seven new NAB board members were elected for three-year terms. They are: James Hoge of the Chicago Sun-Times; Charles E. Glover of Cox Enterprises, Atlanta; David Jolley of The Toronto Star; Robert S. Howard of Howard Publications, Oceanside, Calif.; W.J. Pennington of The Seattle Times; John R. (Reg) Murphy of the Baltimore Sun; and Henry H. Bradley of the St. Joseph (Mo.) News-Press & Gazette.

Re-elected to three year terms were: Donald B. Abert of the Milwaukee Journal and Sentinel; Malcolm A. Borg of The Record, Hackensack, N.J.; Edwin L. Heminger of The Courier, Findlay, Ohio; Robert M. Hunt of the New York News; and Richard T. Thieriot of the San Francisco Chronicle.

Income and membership figures also were reported at the meeting. The bureau's revenue for the fiscal year ending May 31 from dues, investments and other income was estimated to be $10,992,296. Since June 1982, 51 newspapers have joined the bureau, 58 have resigned and four closed their doors. The bureau has 940 members.

According to a report on the Newspaper Readership Project delivered at the Convention, NAB absorbed most of the personnel hired for the Project. An NAB spokesman said eight people were added. The bureau now has a staff of 135.

'Nationals' tell publishers how they do it

Quine (left) moderates clinic while Megarry reviews his notes.

Other dailies can learn from national newspapers, the moderator noted at a clinic where The Globe and Mail of Toronto, The Wall Street Journal and USA Today were dissected.

"We have promotion lessons to learn from USA Today in creating a sense of excitement," said Frank E. Quine, director of the American Press Institute. "USA Today is a good and useful goose to our industry."

Quine observed that other newspapers are being inspired to pay more attention to graphics, sports and weather coverage, TV listings, street-sales headlines, and the number of stories on section fronts.

Undoubtedly, everyone attending the clinic on "National Newspapers—What Can We Learn from Them?" were familiar with the tales of USA Today and The Wall Street Journal. Less well-known, at least in the United States, is the national edition of The Globe and Mail.

Publisher A. Roy Megarry noted that largely because of geography, national newspapers did not proliferate in North America as in Europe. They have been possible on this continent only since the development of technology for transmitting page images by satellite to distant printing plants.

In 1980, The Globe and Mail began beaming pages to Montreal and Calgary for printing there. Currently, the newspaper's national edition is printed in five different cities.

Circulation of the new edition is now 90,000 daily. Prior to its introduction, The Globe and Mail had a circulation of about 12,000 outside of Ontario.

Megarry said research indicates that readers of the national edition spend more time with the paper than do the readers of the Toronto edition, despite the Toronto edition's higher page count (an average of 65 pages vs. 42).

Research also shows that national readers have a greater appetite for national, international, business and cultural news than their local newspapers supply, he said. But like USA Today executives, Megarry said his national edition complements the local newspaper. "We are not in competition with it. Ninety percent of our readers outside of Ontario also read their local newspaper."

In the initial phase of national expansion two years ago, the company placed emphasis on home delivery and dealer sales. "Based on experience and some recent tests, we concluded some months ago that this was wrong—that we should have concentrated more on box sales," he said.

The appearance of newsracks on the streets increased the newspaper's "presence," he said. "They are the equivalent of thousands of mini-billboards. In addition, they provide the new or occasional reader with a 50-cent decision rather than, in our case, a $150 decision for a one year home-delivery order."

The Wall Street Journal, which pioneered the use of geographically dispersed printing plants, has more than three times as many as The Globe and Mail—17.

Peter R. Kann, vice president and associate publisher, told the clinic attendees that during his paper's recent growth, it has learned some lessons that are applicable to community newspapers:

- Enterprise news coverage is important. "Provide news the reader cannot get anywhere else. Make an effort to get ahead of the news. Give reporters time. The most important investment is time."
- Take strong editorial positions.
- In advertising, "Focus on who buys the paper, not how many. Ultimately, you sell results."

John J. Curley, the launching editor of USA Today, also had some ideas for smaller papers.

In sports, for example, "Stress clarity, and get the score in the first paragraph."

In weather, he said, USA Today "made the point (with a full-page feature that runs daily) that weather is important. You can make the point that *local* weather is important."

Graphics in general are extremely important, he said, noting that planners originally thought 14 graphics people would be sufficient for USA Today, but "we now have 28."

Curley said Gannett Co. Inc. research showed that "readers like the short approach" and don't like jumps.

However, The Globe and Mail's Megarry said his newspaper's research showed the opposite to be true: that readers do like long stories and don't object to those that "turn."

Any newspaper executive who heard that bit of conflicting information might just be inspired to do what Gannett and The Globe and Mail did: ask the newspaper's readers what they like and don't like. □

ANPA elects two new officers, new director; re-elects others

Jerry W. Friedheim

Re-election of the two top officers, election of two other officers plus a new director, and a presentation on ANPA activities, particularly on the new research and training facility nearing completion in Reston, Va., were the highlights of the Association's annual business meeting.

William C. Marcil, president and publisher of The Forum, Fargo, N.D., was re-elected to another one-year term as ANPA chairman and president, and Richard J.V. Johnson of The Houston Chronicle was re-elected vice-chairman.

The membership also selected former ANPA Secretary Alvah H. Chapman Jr. of Knight-Ridder Newspapers Inc. as treasurer and chose Robert G. Marbut of Harte-Hanks Communications Inc. as secretary.

In addition, one new director was elected to the ANPA Board. Donald E. Newhouse, president and general manager of The Star-Ledger of Newark, N.J., was selected to fill the seat vacated by Frank Daniels Jr. of The News and Observer and The Raleigh (N.C.) Times. Daniels, who had been ANPA treasurer, left the Board after completing the normal eight-year tenure.

Three directors re-elected to two-year terms were Helen K. Copley of The Copley Press Inc., La Jolla, Calif.; Charles M. Meredith III of The Free Press, Quakertown, Pa.; and Lloyd G. Schermer of Lee Enterprises Inc., Davenport, Iowa.

Completing the Association's top leadership alignment, Marcil re-appointed Katharine Graham of The Washington Post Co. to another one-year term as chairman of the ANPA Executive Committee. That Committee consists of Graham, the four elected officers and Executive Vice President Jerry W. Friedheim.

The annual **treasurer's report,** presented by Daniels before the election of officers, showed total Association revenues for 1982 at $8,411,165 up from $7,545,012 in 1981. Expenditures were $4,972,659 in support of Reston headquarters activities and $2,798,366 for Research Institute activities in Easton, Pa.

With an ANPA/Credit Bureau Inc. profit of $2,184 and a contingency fund of $152,110, net surplus for 1982 was $485,846.

In keeping with past custom, the membership voted to give the Board *stand-by* authority to increase the dues formula by a maximum of 10 percent should unexpected circumstances arise during the year. Over the past 21 years the Board has exercised this authority only eight times and only in 5-percent increments, Daniels noted.

The **membership report** by Membership Committee Chairman Edwin L. Heminger of The Courier, Findlay, Ohio, set the total at 1,385, a net loss of 23 members since last year's Convention.

In his **executive vice president's report,** Friedheim stressed "people, places and plans" in a 10-minute slide show.

The people were the ANPA professional staff and the additions, promotions and retirements affecting that staff.

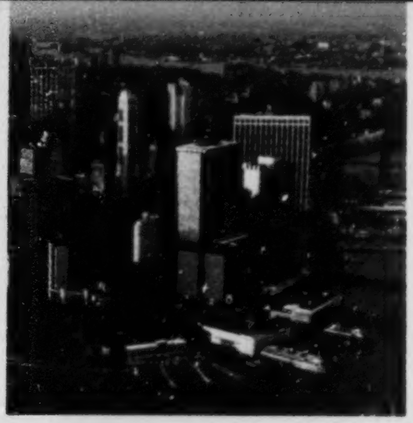
Daniels (left) welcomes Newhouse to Board.

The places were the Easton and Reston facilities and the consolidation of the two. Friedheim illustrated the progress of the new $6-million addition to the Reston headquarters from site clearing 16 months ago to last month's occupation of the first office in the nearly-completed structure.

"Every ANPA member can take a great deal of satisfaction in the on-time, within-budget completion of the new facility, which will contribute to better and more timely service for each of you," Friedheim said.

In the plans segment of his presentation, the ANPA staff chief noted that the Board of Directors had reaffirmed the Association's mission: "To advance the cause of a free press, and to ensure that it has the economic strength essential to serve the American people." ☐

Meeting for the first time as the newly constituted ANPA Executive Committee are: (from left) Secretary Marbut, Chairman and President Marcil, Vice Chairman Johnson, Treasurer Chapman and Committee Chairman Graham.



Convention Report

The Third Day: April 27

- Address by the President
- Human resources in focus
- Social forecasts for the '80s
- Newspapers, TV square off

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ANPA Chairman and President Marcil repeats an audience question for President Reagan.

Reagan airs complaints to publishers

President Ronald Reagan chided publishers for their coverage of the economy, complained that newspapers are missing important stories on the growth of charitable giving and volunteerism, and then defended his information policies, many of which have been opposed by the newspaper business.

But no matter. The response could scarcely have been warmer.

In a room filled with communicators, the "great communicator" had scored again.

More than 1,600 persons braved the tightest security conditions most had ever seen to pack the Grand Ballroom for the President's address at the annual ANPA Luncheon.

Reagan set the stage for his relatively gentle criticisms by trying to establish an "us versus them" approach—politicians and publishers being the "us," reporters and editors being the "them."

Politicians and publishers "have a lot in common," he joked. "We both see articles in the paper that make us very angry, but there's nothing we can do about them."

Dividing his 30-minute appearance almost equally between delivery of prepared remarks and responding to questions from the publishers, Reagan defended his information policies when queried by Charles S. Rowe of The Free Lance-Star of Fredericksburg, Va. Rowe, chairman of the First Amendment/FOI Working Group of the ANPA Government Affairs Committee, asked whether the problem wasn't really one of "gross over-classification" of information.

Reagan acknowledged there has been some over-classification, and he maintained his administration is "working to reduce unnecessary classification." But he made it clear that his real concern was about leaks. He was "disturbed" about the leaks and "pretty upset" about the leakers.

"I can tell you that there have been incidents that are very serious," he said. "I do not know what is in the mind of the person that will leak something of a classified nature that suddenly finds you having to get on the phone or start the cables back and forth, because actually they have endangered our relationship with some other country."

Such incidents have occurred since he's been in office, the President said, but he offered no specifics.

Leaks of non-classified material were also criticized.

In this category, Reagan cited alternatives or options gathered as part of the decision-making process.

"It is very disturbing," he said, "that sometimes, someone down the line leaks . . . some of these options. . . . And suddenly, we are reading in the press or hearing on television that this is what we are going to do. And in a number of cases, it has not even come to me or to the Cabinet yet."

At left: In the crowded ballroom, John M. Jones of The Greeneville (Tenn.) Sun asks Reagan about U.S. troops in Lebanon.

Photo by Margaret Genovese

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With regard to trying to plug leaks of national security information, Reagan said his administration is "not doing anything that I think unfairly imposes a restriction on the right of the people to know or the freedom of information as you of the press are concerned."

In his speech before the question period, the President followed each of his major points with a suggestion for the press:

- The economic recovery spurred by his policies—"I was just hoping that many of you would keep this in mind when you hear some of the pleas from Washington or, maybe, even an editor now and then wants an editorial suggesting that raising taxes and increasing domestic spending might be the way to prosperity."
- The rise in charitable giving—"The generosity and the compassion of most Americans toward those who suffered during the recent recession deserves a little more news coverage than it has received."
- The drop in the crime rate and rise in volunteerism—"It's true that one approach to news is the man-bites-dog principle. If it's unusual, bad or bizarre, then it's newsworthy. Maybe there's another kind of news as well, the kind that lifts our spirits by providing insights into the kind of people we are and the kind of society that we live in."

Reagan's appearance was the first by a U.S. President before an ANPA Convention since Jimmy Carter addressed the Association in the same room in 1979.

The President's rapport with his audience was evident by the response he received when explaining that he runs the Cabinet like a board of directors. "The only difference being," he said, "we do not take a vote. When I have heard enough. . . ." He was interrupted at that point by laughter and applause from the newspaper executives who apparently could identify with that style of decision-making. ☐

Trustees re-elect officers

The ANPA Foundation Board of Trustees re-elected Chairman Donald N. Soldwedel of The Yuma (Ariz.) Daily Sun and Vice Chairman Helen K. Copley of The Copley Press Inc. to one-year terms. Donald E. Newhouse of The Star-Ledger, Newark, N.J., was elected to a two-year term. Seven trustees were re-elected. The terms of 14 others did not expire. ☐

Using papers to spot trends

"Newspapers are going to be with us . . . for a long time to come," according to John Naisbitt. But the social forecaster suggested that they must change as society is changing.

The author of the best-selling book *Megatrends: Ten New Directions Transforming Our Lives*, Naisbitt said the United States currently is in a "time of parenthesis," which he explained as a transitional period as the country moves from an industrial economy to an economy based on information and electronics.

During this time, he told the ANPA General Session Breakfast, institutions can be victims of the great changes taking place, or they can make the changes work for them. For example, he said, "we have to reconceptualize what a newspaper is."

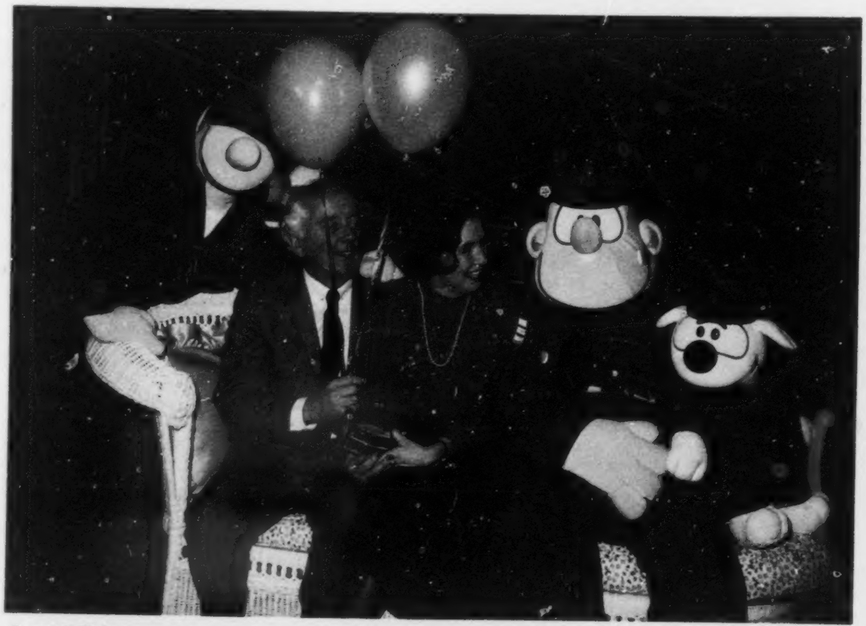
Naisbitt, chairman of a Washington, D.C., research and consulting firm, called U.S. society a "society of events" in which "we just seem to go from one event to another, little noticing the processes going on underneath." This is helped by the media, especially television, he said, adding that "great journalists" are needed to give "a structure to what's going on."

Society, Naisbitt believes, is going "back to decentralization." An analogue of what is happening in society at large was the folding of three large, general-purpose magazines—Life, Look and the Saturday Evening Post—a decade ago. And the three television networks "will be the Life, Look and Post of the '80s," he said.

By the end of the decade, because of the multiple viewing options people will have through such things as the new cable TV networks, the broadcast networks will have fewer than half their current numbers of viewers, although the number of potential viewers will have increased, he predicted.

Society also is moving in the dual direction of "high tech/high touch"—that is, the more high technology that is introduced into society, the more people look for ways to interact with each other, he said. Naisbitt characterized newspaper reading as a "very high-touch activity as we move more and more to a high-tech world."

To spot trends, Naisbitt told the publishers, he analyzes the content of about 6,000 local newspapers a month. "Newspapers are far and away the best source of information about change in this society," he said. ☐



Joseph T. Lyons, vice president and publisher of Capital Newspapers of Albany, N.Y., and his wife, Betty, visit Beetle Bailey, Sgt. Snorkel and Otto at the King Features Syndicate reception.

General Session focuses on the human element

"Personnel" is now "human resources," but newspapers still have "people problems."

Title VII of the Civil Rights Act of 1964, which prohibits employment discrimination, has been around a long time, but bias can still be found.

Labor unions were active at newspapers before there was an ANPA, and they promise to be around as long as there are newspapers.

All of these areas and more were explored during a morning-long General Session on people issues led by Madelyn P. Jennings, senior vice president/personnel and administration, Gannett Co. Inc.

Personnel management. A new development, at least for newspapers, promises to get rank-and-file employees more involved in the future of their employers. It's called "quality circles"—sometimes known as "participative management" or "quality of work life" programs—introduced by an American in Japan in 1950 and started in U.S. industry in the 1970s.

Don C. Becker, president of the Detroit Free Press, said more than 6,000 U.S. companies have quality circles today in one form or another. In 1981, the Free Press became the first newspaper in the United States to implement such a program. It started with 12 circles of six to 10 employees from the same department meeting on company time; now there are 20 circles, and Becker expects there will be 30 by the end of next year.

Before the circles, Becker said, "we could not finish press runs on time. We had a $50-million printing plant and were not getting the job done. It was a people problem."

Today, he said, there is better cooperation between unions and management, workers have "a true feeling of belonging" and there is "an increasing climate of trust."

He said 95 percent of the ideas submitted to management by the circles have been accepted. Their recommendations have resulted in, for example, savings in ink, heating and air-conditioning bills; a new system for handling classified ads; and even the installation of a public service office in the lobby.

Like quality circles, work performance appraisals are an increasingly popular practice by newspapers as the business generally becomes more sensitive to the needs of its employees.

George J. Dastyck, publisher of the Democrat and Chronicle and Times-Union in Rochester, N.Y., described how the appraisals work in his newsrooms. Previously, supervisors had evaluated employees, but now the papers use a new rating form devised by a team of editors with suggestions from employees. "We now have a series of descriptions rather than just words," he said. "We defined how our very best reporters perform. These (descriptions) then became our standards."

Dastyck said that subjectivity of raters has been eliminated. "It's not the ideal system, but it is comprehensive and helps immensely," he said.

Dr. Mortimer Feinberg, chairman of New York City-based BFS Psychological Associates Inc., pointed out that the performance review interview "must be credible. Let people know where they stand, but don't do more than one negative at a time."

Feinberg noted that "employee attitude" surveys are now called "climate" surveys. Jennings called them "temperature taking."

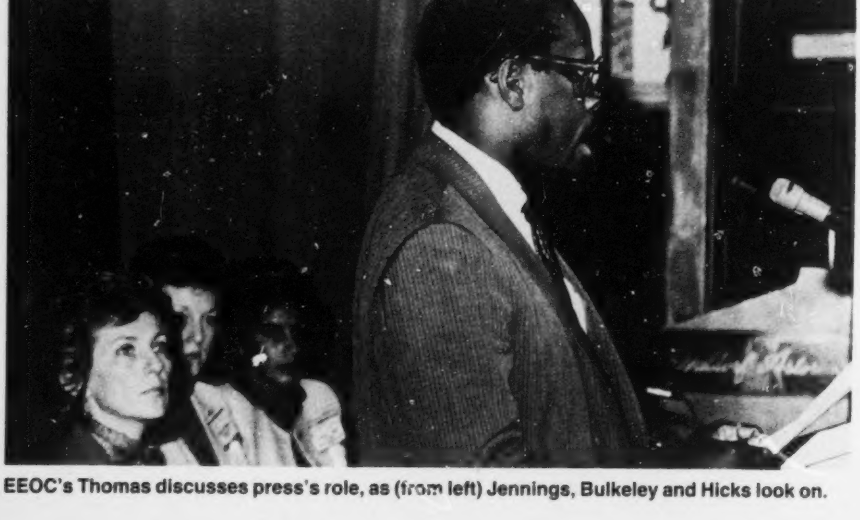
Whatever the term, Larry Franklin, executive vice president of Harte-Hanks Communications inc., said such surveys have been conducted at his company since 1972. They were pilot-tested at several Harte-Hanks papers and now are used corporate-wide.

Publishers get feedback from employees from the 84 questions on the survey form and "can zero in on real problems," Franklin said. The information gathered is shared with all managers and "keeps us responsive to employees." The results of the surveys are shared with employees at department meetings.

Franklin said such surveys improve productivity. "People want to express themselves."

Fairness and bias. A large and growing segment of human-resources concerns involves discrimination and the effort to eliminate it. This Convention session bit off and examined a part of the problem dealing with various forms of discrimination, minority hiring and promotion of women in the business.

On the subject of sexual harassment, for example, the Equal Employment Opportunity Commission has issued guidelines [presstime, Jan. 1981, p. 39], and employees have received money damages from courts where such harassment in the work place has occurred. Moderator Jennings noted that in Oregon an employee does not have to prove harassment—"uncomfortable is enough."



EEOC's Thomas discusses press's role, as (from left) Jennings, Bulkeley and Hicks look on.

Equal Employment Opportunity Commission Chairman Clarence Thomas said that despite being targeted by the government's task force on regulatory reform, the agency's guidelines on sexual harassment "will not be reviewed by the commission at this time." The fastest growing number of cases at his agency are those involving age discrimination, he reported.

Thomas also noted that the press "has a vital role to play" in informing the public about unlawful employment practices.

On minority hiring by newspapers, Nancy Hicks, president of the Institute for Journalism Education at the University of California in Berkeley, said some "publishers' glue" is needed to get minorities into the newsroom. She noted that publishers have issued no policy statement on minority employment. Editors' associations have such policies, and Hicks urged publishers to "take a stand."

Her institute operates Job/Net, a placement agency for minority journalists. Last year, because of the recession, Hicks said Job/Net placed only one person per month. A 1982 survey of 66 papers found that half had a hiring freeze. However, now that the economy is picking up, five people were placed in January.

Research is well under way on a study of the status of women in the media, Christy C. Bulkeley reported. Information for the study, which has been endorsed by the ANPA Foundation, is being gathered by Jean Gaddy Wilson, a graduate student at the University of Missouri School of Journalism. Bulkeley, publisher of The Commercial-News in Danville, Ill., said that in a few weeks, publishers will receive a questionnaire related to the study and she urged them to respond.

Merger on their minds. On the organized labor front, Darrow Tully, publisher of The Arizona Republic and The Phoenix Gazette, stressed the importance of pending union mergers.

Tully, chairman of the ANPA Labor and Personnel Relations Committee, noted that 71 percent of the employees covered by labor agreements on file in the ANPA Labor and Personnel Relations Department would be affected by two merger proposals of four unions—between The Newspaper Guild and the International Typographical Union and between the Graphic Arts International Union and the International Printing and Graphic Communications Union (see story, p. 53).

ITU President Joe Bingel expressed his concern that mailers represented by his union are being deprived of job opportunities when publishers go outside their own plants to get involved in total-market-coverage programs.

Publishers who have used facilities and people outside their own plants for TMC projects "did disservice to themselves and their employees," the labor leader charged. ITU-represented mailers "want you to get involved in TMC programs and will help make them successful," so long as they are done in-house, he said. For example, he said, if publishers have difficulties with mailroom space for handling such programs, they should "seek out local union officers and ask for their cooperation."

Jennings introduces session speakers.

Bingel also rebutted rumors that the ITU Negotiated Pension Plan is financially unsound and announced that the union will disclose for the first time the actuarial report on the plan.

"Those who are spreading such rumors know better," he said. "They have been supplied with facts from our actuary, Martin E. Segal Co." He said the plan is 22 years ahead of funding requirements under the Employee Retirement Income Security Act.

Previously, Bingel said, the actuarial report has not been revealed because it is for internal use and could be misinterpreted. "Critics say we have something to hide," he said. "For this reason, the trustees will make the entire report available to employers for inspection with the actuaries."

Another newspaper union president, Charles A. Perlik Jr. of the Guild, said the members of his union "are prepared to make our own contribution" to preserve newspaper competition in those cities where it still exists. "We are prepared to yield some of the hard-won gains we have made over the years, willingly if not quite joyously, if we are convinced that is what it takes to keep an ailing newspaper alive."

Perlik predicted that the major unions in the newspaper and graphic arts industries will be merged into a single union within five years. "Like so many of you," he said, "there's merger on our minds." □

(From left) Publisher Tully, ITU's Bingel and Guild's Perlik await their turn.

Newspaper people, network people square off

Newspaper publishers think network television journalism is shallow and dwells on the spectacular, the "bang bang."

TV journalists think newspapers could greatly improve their use of relatively liberal column space by better presenting the facts. They also could make better use of columnists to put the news in perspective. And oh, by the way, sometimes those television columnists are *so* unfair.

That, basically, is how one might hear a broadcast news report on the general session "TV and Newspapers Tell Each Other: How I'd Run Your Shop Differently," in which a panel of newspaper executives squared off against a panel of TV news stars.

"What it's all about is, if you don't have a picture you don't run a story," charged A.M. Rosenthal, executive editor of The New York Times, to his TV colleagues.

But Rosenthal also said TV "is one of the best things that ever happened to newspapers." Television, he said, "sharpens people's interest for the very thing we're interested in." Newspapers "can cook up a full meal instead of serving snacks."

Still, Rosenthal said TV is "winning in city after city simply by default" because many newspapers are lax. "The unhappy secret is that day after day, rivers of good information arrive into newspaper offices, but they do not print it," he said.

Eugene C. Patterson, president of Times Publishing Co. of St. Petersburg, Fla., maintained that TV "can be used to explain this bewildering world as well as report the headlines in it," and Public Broadcasting Service's MacNeil-Lehrer Report proves that. If he were in the control room of a TV news operation, he said, the first thing he'd do is hire Robert MacNeil and Jim Lehrer and let that team examine issues in depth.

Moderator Michael G. Gartner

Peter M. Macdonald, chairman of Harris Enterprises Inc. of Hutchinson, Kan., publisher of 11 daily newspapers with 165,000 total circulation, faulted not only network television but all national media for not covering rural areas adequately. "Just once before I die I would like to hear someone on television say, 'And now we will hear from our correspondent in the Middle West,'" Macdonald said.

On the panel of broadcasters, NBC News Correspondent John Chancellor said if he were a newspaper publisher he would "devote considerable space" to local news and develop highly opinionated columnists who would be "as free in their opinions as ethics will allow."

Chancellor also said, however, that each medium has its own advantages. While television cannot offer as much detail and local appeal, "TV can take you where you want to be" with its pictures that "move and have color."

ABC News Correspondent Barbara Walters said very often television reports of major news importance are not reported in newspapers. She also said network news departments would like to have more time to devote to news programming, but they are blocked in part by resistance from many individual stations and affiliates.

Walters said she deplores columnists who make "vicious" personal attacks. They are what she called "the worst of the most pernicious gossip columnists."

Dan Rather, anchorman and managing editor of the CBS Evening News, complained that television's journalism stars are "written about too much," and that has contributed to "celebrity journalism." The glamour side of the business is prone to rub off on young TV journalists, and thus he gives this advice to them: "Care about your reputation and not about your image."

Macdonald offered a crowd-pleasing summation to the general session, shot under bright lights for benefit of a spill-over crowd watching by closed-circuit TV in another room.

He concluded, "I would say that my respect for television people has increased dramatically this afternoon. (Pause.) Simply for working under these lights." ☐

More Convention news and list of speeches, pp. 65-66.

MACDONALD
PATTERSON

For newspapers: (from left) Rosenthal, Macdonald, Patterson.

For television: Walters, Chancellor, Rather.

Government/legal roundup

(Editor's note: This compilation of government and legal issues affecting newspapers is prepared four times a year by the ANPA Government Affairs and Legal departments. The last one appeared in the March 1983 edition of presstime.*)*

Press freedom

Freedom of information: Hearings on S 1034, introduced by Sen. Leahy (D.-Vt.), and S 774, introduced by Sen. Hatch (R-Utah), were conducted April 18 and 21 before the Senate Subcommittee on the Constitution. Charles Rowe, Fredericksburg (Va.) Free Lance-Star, testified April 18 on behalf of ANPA, ASNE and NNA. (See story, p. 30.) Joint hearings April 21 on President Reagan's March 11 directive on access to classified information were held by the House subcommittees on civil and constitutional rights and on civil service. The Reagan directive requires all government employees with access to classified information to sign a non-disclosure agreement, subjects such employees to polygraph tests, and requires those with access to more sensitive information to submit for publication review any material that might contain classified information.

Criminal code: President Reagan March 16 sent Congress a 44-point bill largely paralleling the one he sent Congress last year. ANPA is reviewing the current proposal.

Open courts: ANPA and other press groups April 9 filed an *amicus* brief in *Press-Enterprise Co. v. Superior Court of California* which the U.S. Supreme Court has agreed to review. (See story, p. 30.)

Cameras in the courts: ANPA joined with 27 other media organizations in a petition filed March 8 with the federal Judicial Conference seeking amendment of its rules governing cameras in federal courtrooms [presstime, April 1983, p. 12]. The ANPA/ABA Task Force will review strategy on joint support of this effort at its May meeting. Two media companies April 4 filed a petition for certiorari in the U.S. Supreme Court seeking review of an 11th U.S. Circuit Court of Appeals affirmation of a ruling that cameras would not be permitted in the bribery and conspiracy trial in Miami of U.S. District Judge Alcee L. Hastings [presstime, March 1983, p. 18].

Libel: The U.S. Supreme Court Jan. 24 accepted for review *Keeton v. Hustler* in which the 1st Circuit held that a non-resident libel plaintiff may not sue a publication in a state where less than 1 percent of its copies are distributed [presstime, April 1983, p. 12]. The high court Feb. 22 denied review of *Welch v. Gertz* [presstime, Jan. 1983, p. 15].

Reporter Privilege: California Superior Court Judge Sara K. Radin March 22 reversed a default judgment against the Daily News of Los Angeles and two of the newspaper's reporters in a $60-million libel suit [presstime, April 1983, p. 12].

Telecommunications

Cable legislation: The Senate Commerce Committee April 21 voted 15 to 2 to report S 66, the "Cable Telecommunications Act." The bill, clarifying regulatory authority over cable television, essentially represents a compromise between the National Cable Television Association and the National League of Cities. Among provisions of concern to ANPA is the section on privacy rights of subscribers. The ANPA Executive Committee March 29 approved a recommendation from the Telecommunications Committee that ANPA should only support privacy provisions that preempt state or local laws, allow collection and disclosure of subscriber data that cannot be used to identify specific persons, allow collection of individually identifiable data for billing and other limited purposes, and allow additional collection and disclosure if subscribers are not notified. Provisions in S 66 do not now meet all these goals, and ANPA was exploring potential language improvements [presstime, March 1983, p. 21].

Broadcast deregulation: The Senate Feb. 17 passed S 55 that is similar to legislation the Senate passed last year but was not considered in the House. House consideration of S 55 has not been scheduled [presstime, March 1983, p. 21].

Direct broadcast satellite: ANPA March 25 filed comments on a Federal Communications Commission proposed rule that recommended reassigning current users of the 12 GHz band (including 11 newspaper microwave systems) to one of four alternative bands in the spectrum [presstime, March 1983, p. 19].

Ownership rules: The FCC March 10 proposed to relax rules affecting media ownership [presstime, March 1983, p. 22].

Lottery selection: The FCC March 31 adopted a lottery system for choosing between competing applications for low-power television where the commission deems such a procedure appropriate. (See story, p. 32.)

Teletext: The FCC March 31 authorized teletext services over the vertical blanking interval of television broadcast signals, subject to the discretion of the broadcast licensee. (See story, p. 32.)

FCC membership: Commissioner Anne P. Jones, a Republican, will resign by the end of this month to join the private sector.

government/legal roundup

AT&T settlement: The U.S. Supreme Court Feb. 28 upheld the settlement agreement between the Department of Justice and AT&T. U.S. District Court Judge Harold H. Greene retains jurisdiction of divestiture scheduled for completion by January 1984. On April 20, he approved, with some changes, most of the proposed new geographic areas for local telephone service.

Business

Newspaper taxes: The U.S. Supreme Court, in an 8-to-1 decision, March 29 struck down a Minnesota use tax assessed upon the state's largest newspapers. (See story, p. 28.)

Estate taxes: Legislation designed to achieve two goals of the newspaper Tax Law Action Group was introduced Feb. 24 by Sens. Durenberger (R-Minn.), Boren (D-Okla.) and Thurmond (R-S.C.) [presstime, April 1983, p. 11]. Meanwhile, House Ways and Means Committee Chairman Rostenkowski (D-Ill.) has suggested repeal of the estate tax reduction increments beyond 1983 [presstime, March 1983, p. 12].

Independent contractors: A decision is pending following the 8th Circuit's March 14 rehearing in *Paschall v. Kansas City Star.* ANPA had urged review and reversal of the court's decision to enjoin the newspaper from taking over distribution and terminating its independent contractors [presstime, March 1983, p. 18].

Antitrust: The U.S. Supreme Court March 14 declined to review *Providence Journal v. Home Placement Services* in which the 1st Circuit ruled that the newspaper could not refuse to carry the advertising of a real estate listing company with whom it competes unless it had legitimate business reasons for doing so [presstime, April 1983, p. 12].

Cigarette advertising: ANPA April 1 filed comments with the House Subcommittee on Health and the Environment on HR 1824, the "Comprehensive Smoking Prevention Education Act," saying enactment would be a "significant escalation of regulation of speech in this area." It would replace the current health warning with three rotating messages [presstime, April 1983, p. 11].

Liquor advertising: The full 13-judge 5th Circuit will decide the constitutionality of a Mississippi ban on liquor advertising after two of the circuit's panels issued conflicting opinions in separate cases.

Advo Trademarks: Advo-Systems Inc. of Hartford, Conn., obtained registration of the mark "TMC" in 1978 and has applied for registration of the mark "marriage mail." Its application for a "total market coverage" mark has been rejected by a trademark examiner, but Advo may seek reconsideration of that action. (See story, p. 45.)

Postal

Third-class rates: The independent Postal Rate Commission April 19 responded to the postal Board of Governors' earlier rejection of its third-class rate proposal by recommending higher rates. The governors Feb. 16 had rejected a proposal including a decrease in the carrier-route, presort rate from 7.9 to 7.1 cents per piece. The new recommendation calls for a rate of 7.4 cents. The USPS, the rate commission and mailers are considering a study of third-class mail costs to avoid future rate-making conflicts. ANPA has opposed the 7.4-cent rate proposal.

Postal appropriations: Despite a recommendation by the Reagan administration for only $400 million in "revenue foregone" money for USPS in fiscal 1984, the House Budget Committee approved $879 million and a Senate appropriations subcommittee $760 million. Action by additional committees is necessary before a final amount is determined. If the highest figure is approved, second-class rates for newspapers mailing within the county, or less-than-5,000 copies outside the county, could rise about 8 percent. The lowest figure could bring a 90-percent hike.

Employee relations

Noise regulations: The Occupational Safety and Health Administration March 8 issued amendments to its workplace noise exposure standard. Newspaper-business experts say they are improved over those issued Jan. 16, 1981. The new rule became effective April 7 [presstime, April 1983, p. 10].

VDT safety: OSHA is developing an "ergonomics guide" that will include a section on video display terminals. Ergonomics generally refers to the relation of the worker to his or her work station. Legislation to regulate VDT operation has been introduced in several states. (See story, p. 30.)

Ink mist: Seven Cleveland ink-mist court cases against several ink manufacturers are in pre-trial proceedings. Plaintiffs allege that ink exposure caused cancer [presstime, March 1983, p. 18].

Pension reform: Legislation has been developed by an ad hoc committee of employers to amend the Multiemployer Pension Plan Amendments Act of 1980. This proposal would include a benefit cap for plans unless the plan is well-funded. The effect of the cap would be to reduce withdrawal liability for each employer. The ad hoc committee includes the meatpacking, printing, wholesale and retail grocery, food processing, apparel, and manufacturing industries. The committee is seeking House and Senate sponsors. ANPA has supported legislation to provide broad-based relief for all industries, including newspapers, from the withdrawal liabilities created by MPPAA.

Seattle JOA back on track but could stall again

By C. David Rambo
presstime staff writer

Although the Seattle Post-Intelligencer and The Seattle Times won the latest legal battle in their 26-month-old application to publish as the nation's 24th joint operating agreement, the fight may not be over.

Executives of the Seattle dailies expect opponents to file an appeal of the 9th U.S. Circuit Court of Appeals' April 21 decision giving the green light to the JOA. That could further delay implementation, sources said.

Absent an appeal, the newspapers are prepared to effect in the middle of this month the consolidation of all operations except editorial.

The Seattle case could have implications beyond that water-and-mountain framed city, however. There is continued speculation that the time-consuming JOA approval process might deter future applications.

Otto A. Silha, chairman of Cowles Media Co. of Minneapolis, said it is "entirely possible that (the Seattle application) will be the last JOA application."

Cowles Media had considered the possibility of a joint operating agreement in Buffalo, N.Y., between The Courier-Express, which Cowles owned, and the Buffalo Evening News.

But after monitoring the situation in Seattle and earlier in Cincinnati—where it took 27 months for The Cincinnati Post and The Cincinnati Enquirer to win JOA approval in late 1979—Cowles Media concluded a JOA could not be obtained soon enough to be economically feasible. Cowles closed The Courier-Express last September. "It (the JOA route) has become a very discouraging process," Silha said.

James K. Batten, president of Knight-Ridder Newspapers Inc., disagrees somewhat with Silha. "I certainly don't think it's the end of the use of the law," but the possibility of protracted proceedings "might give some people pause" in considering a JOA, he said.

Knight-Ridder owns 49.5 percent of Seattle Times Co. The Blethen family owns 50.5 percent. The Post-Intelligencer is owned by The Hearst Corp.

In the latest court action, the 9th Circuit overturned a U.S. District Court's decision to reject the Seattle JOA [presstime, Dec. 1982, p. 16]. The appeals court said the P-I has proven it is a financially "failing" newspaper as required for joint operating agreements under the 1970 Newspaper Preservation Act. The act allows limited antitrust immunity for newspapers combining all operations except editorial.

The appeals court also differed with the lower court on a hotly contested point regarding the presence of potential buyers of the P-I. It ruled that the presence of interested parties does not invalidate the JOA application.

Evidence showed that the "'inquiries' were just that: they were not offers," the court said.

The Seattle dailies applied for a JOA March 27, 1981. Attorney General William French Smith approved it June 15, 1982, even though his own Antitrust Division had opposed the application.

Opponents of the JOA, including P-I employees, advertisers and some suburban newspaper publishers, appealed to U.S. District Court, where Judge Barbara J. Rothstein overturned the attorney general's ruling partly because prospective buyers existed for the P-I. The Seattle newspapers appealed to the 9th Circuit.

In a 35-page opinion, the appeals court agreed with Rothstein that "alternatives" to a JOA are "relevant to both the causes of a newspaper's financial decline and its future prospects." But the facts in the Seattle case show that the P-I's financial condition was so bad that new ownership would make no difference, the court held.

Another key arguing point involved opponents' contentions that the Seattle dailies would have an unfair competitive advantage over smaller newspapers competing for a share of the marketplace. The appeals court responded by concluding that Congress, in passing the Newspaper Preservation Act, "considered the question of harm to other newspapers and resolved it in favor of the antitrust exemption."

Opponents also contended that a JOA could violate smaller competitors' First Amendment rights. The court called these arguments "imaginative," but it said they "lack substantial merit."

One of the opponents, John M. McClelland Jr., chairman of the board of Longview Publishing Co., which publishes the Journal-American in the Seattle suburb of Bellevue, said in late April no decision had been made on whether to appeal.

Opponents had three possible avenues of appeal. Within 14 days of the ruling, they could ask for a rehearing by the three-judge panel that issued the decision. They also could seek an *en banc* hearing by the 9th Circuit, in which all the judges of the circuit would hear the case. Or, within 90 days of the decision, they could ask the U.S. Supreme Court to review it.

While an appeal itself would not block implementation of the JOA, either the 9th Circuit or the Supreme Court could stay the implementation pending appeal.

"All the elements are in place" for transition to a JOA, said P-I Publisher Virgil Fassio. The P-I will keep about 150 editorial employees, and the Times will hire about 170 production employees and 175 circulation and other service people from the P-I. About 200 other P-I employees will lose their jobs, officials said. ☐

SEATTLE TIMES

Printing for both Seattle dailies would be done in the Times building under the agreement.

Could it lead to sales taxes?

Press assesses newsprint tax victory

By C. David Rambo
and Elise Burroughs
presstime staff writers

The U.S. Supreme Court's 8-1 decision to strike down Minnesota's newsprint and ink tax has not resulted in a scurry to repeal laws in the three other states with similar taxes.

And despite the court's implicit approval of sales taxes on newspapers—a part of the opinion some analysts say could offer states a new revenue source at the expense of newspapers—only the Minnesota Legislature immediately contemplated instituting such a tax. Twelve states already tax some aspect of circulation sales.

Before the Supreme Court's March 29 decision in *Minneapolis Star & Tribune Co. v. Minnesota Commissioner of Revenue*, newsprint taxes also were imposed in Kentucky, Iowa and Hawaii. Publishers in those states were reviewing the decision to see whether it could be used as a basis for seeking repeal.

But observers noted that because the Minnesota case involved a unique method of tax assessment—levying it only on annual newsprint and ink purchases exceeding $100,000—the ruling probably will not affect the other three states.

In Kentucky, Jackson W. White, a Lexington attorney representing several newspapers in a newsprint tax dispute with that state's Department of Revenue, welcomed the decision's "psychological impact." But he added, "I don't think the Supreme Court decision in Minnesota is descriptive of or applicable to our case."

The Department of Revenue dispute involves a use tax on newsprint and ink used by free-circulation newspapers. The state's justification for levying the tax is free-circulation papers do not pay the circulation sales tax that applies to other Kentucky newspapers.

All Kentucky newspapers, whether paid or unpaid, are assessed an annual personal property tax on newsprint inventories they have as of Jan. 1 of each year.

In Iowa, Joseph P. Thornton, assistant general counsel of the Des Moines Register and Tribune Co., said that unlike the Minnesota tax, Iowa's use tax on newsprint applies not only to newsprint but also to materials used in several other industries. The tax therefore may not be "discriminatory" as the Supreme Court found the Minnesota tax to be, he said.

In Hawaii, a tax is imposed on newsprint shipped to the islands.

Minnesota background. Minnesota began its 4-percent newsprint and ink tax in 1971 for "products consumed in the production of a publication." In 1974, the legislature amended the statute to exempt the first $100,000 worth of ink and paper. The Minneapolis Star & Tribune Co. then filed suit against the state, arguing that the tax violated the First and 14th Amendments. The company sought a refund for taxes paid from 1974.

The Minnesota Supreme Court ruled against the newspaper company, triggering the Star & Tribune's appeal to the U.S. Supreme Court.

Sandra Day O'Connor

In an opinion by Justice Sandra Day O'Connor, the court held that the newsprint and ink tax violates the First Amendment because it "singles out the press." The threat from this kind of "burdensome" tax "can operate as effectively as a censor to check critical comment by the press, undercutting the basic assumption of our political system that the press will often serve as an important restraint on government." (See additional excerpts of the opinion and dissent, p. 30.)

Jerry W. Friedheim, ANPA executive vice president and general manager, said the Association was "heartened" by the Supreme Court's decision. "Taxes on the information business, and specifically newspapers, are susceptible to great abuse. Justice O'Connor's analysis recognizes the need to assess carefully and thoroughly the impact of this state tax, and others, on the press. A free society cannot condone the improper use of the power to tax newspapers."

Friedheim added, "We hope that state policy makers will continue to demonstrate sound judgment in opposing taxation of the flow of information within our democratic system."

ANPA had filed a friend-of-the-court brief on behalf of the newspaper company [presstime, Sept. 1982, p. 14].

By virtue of the court's decision, the Star & Tribune Co. and companies publishing 18 other newspapers are eligible for a refund of about $8 million, plus interest, for taxes paid from 1974, according to the Minnesota Department of Revenue.

The Star & Tribune Co. will receive about two-thirds of the total—a windfall for the financially strapped company. It earned $747,000 on revenues of $238 million last year.

General taxes. But the Supreme Court also recognized the revenue needs of states, saying they may impose general business taxes on newspapers, such as a sales tax on circulation. Applying a generally applicable tax avoids "the censorial threat implicit in a tax that singles out the press," the court said. In a footnote, it added: "Indeed, our cases have consistently recognized that nondiscriminatory taxes on the receipts or income of newspapers would be permissible."

Some publishers noted that while the overall Supreme Court decision was a positive one for newspapers, the court's effective approval of general business taxes could prove costly in the long run.

Justice William H. Rehnquist addressed this point in his dissent. He said the Minnesota scheme to apply differential treatment "has benefited, not burdened, the 'freedom of speech [and] of the press.'"

Rehnquist compared what the Star & Tribune Co. paid in use taxes for 1974-75 compared to what they could have paid in sales taxes. "We need no expert testimony from modern day Euclids or Einsteins to determine that the $1,224,747 paid in use taxes is significantly less burdensome than the $3,685,092 that could have been levied by a sales tax," he wrote.

Some publishers in Minnesota said it is possible the legislature will try to impose a sales or other tax on newspapers in an effort to recoup revenue lost from the newsprint tax.

Michael B. Kramer, manager of the Minnesota Newspaper Association, said that following the Supreme Court decision, the Department of Revenue asked for information on circulation of the state's newspapers. "I don't know what it is, but they're coming at us for something," he said.

Robert L. Hill, general manager of the Post-Bulletin in Rochester, Minn., said the state has fallen into a budget deficit and is intent on returning to a surplus.

However, the instigator of the suit, the Star & Tribune Co., believes the state would be unsuccessful in efforts to impose a sales tax. Norton Armour, the company's senior vice president for administration and general counsel, said the state exempts certain items including food and clothing from the sales tax. "There would be a strong argument that if food and clothing aren't taxed, newspapers shouldn't be taxed," he said.

Other states. Use and sales taxes covering newspapers are under consideration in a number of places around the country, where an estimated 19 states are facing budget deficits this year, according to the National Conference of State Legislatures.

A presstime survey of 20 states found that in many, newspaper tax exemptions are being eyed for possible closure by legislators and revenue officials. In some other states, legislatures have adjourned for the year, leaving newspapers with their current exemptions intact.

The governor of New Mexico vetoed a bill that would have ended newspapers' exemption to circulation sales taxes [presstime, April 1983, p. 55]. Also, in Arkansas, California, Mississippi, South Dakota and Washington, newspapers fended off tax proposals that would have affected them.

However, some legislatures are still considering legislation in this area:

- The Florida Press Association expects hearings this month on several bills being considered by the House Finance and Taxation Committee that would end newspapers' exemptions to taxes on advertising, circulation and newsprint.
- Connecticut publishers testified in early March against a proposal to levy a 7.5-percent sales tax on advertising.
- Massachusetts publishers testified at hearings in March and April against two bills being considered by a Senate committee. One would eliminate newspapers' exemption to the state's 5-percent sales tax. The other would eliminate all exemptions to the state sales tax.

Aside from legislative proposals, some state departments of revenue are reinterpreting existing statutes and, as in Kentucky, issuing new regulations that could mean new taxes on newspapers.

For example, the Massachusetts Newspaper Publishers Association and the Lowell Sun have filed a suit in Massachusetts Superior Court challenging the imposition of a 5-percent sales tax on the purchase of electronic composition equipment.

The state's Department of Revenue has tried to collect the tax since 1980, claiming that a previous exemption for equipment used in producing a newspaper does not apply to electronic equipment that never touches newsprint. But newspapers have refused to pay the tax by continuing to file "certificates of exemption" to taxes on equipment purchases.

One equipment manufacturer, Compugraphic Corp., has paid the tax and subsequently tried to collect from its newspaper customers. However, purchasers of Compugraphic equipment have refused to reimburse the company.

In Idaho, as a result of a new state regulation scheduled to take effect in late April, newspapers will pay a .003-percent tax on the sales value of newspapers that are consumed "internally"—for tear sheets, etc. The tax is designed to set a precedent that will allow Idaho to tax items involved in barter and other exchange of services, according to Bob C. Hall, executive director of the Idaho Newspaper Association.

INA is studying whether to challenge the new tax in court. Idaho newspapers already pay a sales tax on copies selling for more than 16 cents. □

Excerpts from opinion, dissent in *Minnesota*

From the opinion by Justice Sandra Day O'Connor:

It is beyond dispute that the States and the Federal Government can subject newspapers to generally applicable economic regulations without creating constitutional problems. . . . Minnesota, however, has not chosen to apply its general sales and use tax to newspapers. Instead, it has created a special tax that applies only to certain publications protected by the First Amendment. Although the State argues now that the tax on paper and ink is part of the general scheme of taxation, the use tax provision . . . is facially discriminatory, singling out publications for treatment that is, to our knowledge, unique in Minnesota tax law.

A power to tax differentially, as opposed to a power to tax generally, gives a government a powerful weapon against the taxpayer selected. When the State imposes a generally applicable tax, there is little cause for concern. We need not fear that a government will destroy a selected group of taxpayers by burdensome taxation if it must impose the same burden on the rest of its constituency. . . . When the State singles out the press, though, the political constraints that prevent a legislature from passing crippling taxes of general applicability are weakened, and the threat of burdensome taxes becomes acute. That threat can operate as effectively as a censor to check critical comment by the press, undercutting the basic assumption of our political system that the press will often serve as an important restraint on government.

Addressing the concern with differential treatment, Minnesota invites us to look beyond the form of the tax to its substance. The tax is, according to the State, merely a substitute for the sales tax, which, as a generally applicable tax, would be constitutional as applied to the press. There are two fatal flaws in (the State's) reasoning. First, the State has offered no explanation of why it chose to use a substitute for the sales tax rather than the sales tax itself. . . .

Further, even assuming that the legislature did have valid reasons for substituting another tax for the sales tax, we are not persuaded that this tax does serve as a substitute.

Minnesota's ink and paper tax violates the First Amendment not only because it singles out the press, but also because it targets a small group of newspapers. . . .

From the dissent of Justice William H. Rehnquist:

The "differential treatment" standard that the Court has conjured up is unprecedented and unwarranted. . . .

To collect from newspapers their fair share of taxes under the sales and use tax scheme and at the same time avoid abridging the freedoms of speech and press, the Court holds today that Minnesota must subject newspapers to millions of additional dollars in sales tax liability. Certainly this is a hollow victory for the newspapers. . . .

Court briefs

U.S. District Court in Orlando, Fla., has rejected a motion of the Tribune Co. of Chicago to dismiss an **antitrust suit** against the Tribune Co.-owned Sentinel Star Co., publisher of The Orlando Sentinel. The U.S. Justice Department alleges that the company's 1980 purchase of five competing weeklies and shoppers may restrain competition [presstime, August 1982, p. 22].

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ANPA and 13 other press groups have filed a friend-of-the-court brief in the U.S. Supreme Court on behalf of The Press-Enterprise of Riverside, Calif. The newspaper is challenging a trial **judge's order excluding the public and press** from jury selection in a rape-murder case. The judge also had sealed the transcript of the closed proceedings [presstime, Nov. 1982, p. 12].

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The U.S. Supreme Court has agreed to hear the appeal of an editor and reporter of National Enquirer that a **libel suit** against them in the California state court system should be dismissed because California courts have no jurisdiction over them. The two claim that since they are Florida residents and conduct their business from Florida, they cannot be the subject of the California suit.

The California Court of Appeal disagreed, saying entertainers Shirley Jones and Marty Ingels, who live in the Los Angeles area, may proceed with their libel suit.

The U.S. Supreme Court previously agreed to hear a similar suit involving Hustler magazine. In that case, the U.S. District Court in New Hampshire said there are instances in which an out-of-state publication may be sued in another state [presstime, April 1983, p. 12].

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Kimberli Jayne Pring, a former Miss Wyoming who claimed Penthouse magazine defamed her in a work of fiction the magazine published, has taken her **libel suit** to the U.S. Supreme Court. The 10th U.S. Circuit Court of Appeals had overturned a $14-million judgment against Penthouse, saying the First Amendment protects even "crude" literature [presstime, Dec. 1982, p. 16]. ☐

Media groups urge caution on FOIA changes

ANPA and other press organizations have urged a congressional subcommittee to be cautious in making any efforts to amend the Freedom of Information Act.

Charles S. Rowe, chairman of the First Amendment/Freedom of Information Working Group of the ANPA Government Affairs Committee, called for "careful deliberation, extensive discussion and action based solely on a fully substantiated record before any amendments to FOIA are enacted."

Rowe testified before the Constitution Subcommittee of the Senate Judiciary Committee. The subcommittee held hearings April 18 and 21 on S 774, sponsored by its chairman, Orrin G. Hatch (R-Utah).

The other FOIA bill before the Senate is S 1034, introduced April 12 by Sen. Patrick J. Leahy (D-Vt.).

Speaking for ANPA, the American Society of Newspaper Editors and the National Newspaper Association, Rowe announced support for S 1034 provisions to clarify fee waiver policy, to curb the practice of enacting FOIA exemptions as part of unrelated bills and to establish procedures for notifying businesses when information they have submitted to the government is the subject of an FOIA request.

Rowe, editor and co-publisher of The Free Lance-Star in Fredericksburg, Va., said the three associations oppose provisions in S 774 to allow the Justice Department to withhold for as long as eight years information dealing with organized crime.

Rowe testified that the press groups also oppose provisions that would create new FOIA exemptions for Secret Service information and for some technical data.

At the same time, he said that both S 774 and S 1034 represent "a much better starting point" for discussions on amending the FOIA than some proposals considered in the last Congress [presstime, April 1983, p. 11].

Appearing on behalf of the Society of Professional Journalists, Sigma Delta Chi was Robert Lewis of the Newhouse News Service. ☐

Six states consider bills to regulate VDT operations

Bills to set health and safety standards for operators of video display terminals have been prepared in six state legislatures this year.

In ***Massachusetts***, a hearing was held April 20 on a bill that would require eye exams and rest breaks for VDT operators.

In ***New York***, a bill is being considered to require employers to furnish lead aprons to pregnant employees operating VDTs.

The legislature's Standing Committee on Labor held a hearing on the measure April 14 in New York City. Among those testifying were Dr. Howard R. Brown, medical director of The New York Times and chairman of the ANPA Environmental Committee, John D. Kutzer, executive director of the New York State Publishers Association, and representatives of The Newspaper Guild.

In ***Connecticut***, a Senate committee reported a bill March 21 that would require manufacturers to inform users about possible ill effects from long-term use of VDTs. Another bill awaiting committee action would establish a 10-member study committee representing manufacturers, employers, unions and health experts to consider physical and psychological effects of VDTs.

In ***Maine***, a bill has been introduced that would vest responsibility for establishing work-place requirements and standards in the state's Bureau of Labor. It also calls for a 15-minute break for every two hours of VDT use.

A similar measure failed to win passage last year [presstime, April 1982, p. 18].

In ***Illinois***, a VDT bill that was the subject of a March 3 hearing has been tabled. It would have covered VDT maintenance, furniture and lighting conditions, as well as operator work breaks (15 minutes every two hours), eye examinations and education on possible health hazards.

In ***Oregon***, Senate hearings have been held on a bill that would require, among other things, semiannual inspection of terminals, rest breaks and annual, company-paid eye examinations. ☐

IAPA cites constraints

Recession sharpens pressures on Latin American newspapers

The continuing world economic crisis is adding to pressures on independent newspapers in much of Latin America, according to a report issued by the Inter American Press Association.

"The world recession has made the press more vulnerable to such measures as high duties on imported newsprint and other materials and to attempts to manipulate or punish it by withholding of awarding of official advertising," the IAPA reported at the conclusion of its semiannual meeting in Manzanillo, Mexico.

At the meeting, the association also approved resolutions expressing concern over "growing governmental participation in the economies of the Latin American nations." Such participation has led to situations where governments own or administer newspapers, broadcast stations, news agencies, paper mills, and banks "that grant, or refuse, credit to newspapers."

The IAPA Board of Directors warned that increasing government participation in formerly private economies "could lead to the economic strangulation of the media and limitation of the people's right to diversified information."

In addition to economic worries, the association pointed out that government officials from Costa Rica, Cuba, Nicaragua, Grenada, Venezuela and Mexico plan to set up an exchange among their respective news agencies. "This program corresponds to the policies of the New World Information Order for establishing official regional news agencies; the true purpose of which is to disseminate the versions and opinions of governments," the IAPA said.

A resolution warning media against the dangers of such government agencies was approved.

In other resolutions, the IAPA called upon President Reagan to rescind an executive order authorizing lie-detector tests of U.S. government officials suspected of leaking information to the press; asked for the release of former editor Leslie Pierre, who has been detained without charges by the government of Grenada for almost two years; urged the Venezuelan government to follow due process in the cases of four journalists recently imprisoned there; and requested Cuba to release journalists it has held for more than 20 years.

The association also congratulated American Stephen Schmidt for his successful legal challenge to journalistic licensing in Costa Rica [presstime, Feb. 1983, p. 20]. Publishers were urged to resist a similar proposal for licensing journalists in the Dominican Republic.

Attendance at the late-March meeting was a record of more than 300 persons, according to IAPA General Manager William P. Williamson Jr. □

World press notes

United Press International has **reopened its Warsaw bureau**.

On April 1, the day correspondent Walter T. Wisniewski began filing copy, a new correspondent for the Polish news agency PAP began sending reports from Washington, D.C.

Poland's expulsion of UPI correspondent Ruth E. Gruber earlier this year led to retaliatory action by the U.S. State Department [presstime, Feb. 1983, p. 20].

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The government of Rumania in April issued a decree requiring citizens to **register any typewriters** they own with police. Citizens must also register with police their intention of purchasing a typewriter.

Under the decree, persons who have a criminal record or who are considered a danger to state security are forbidden to own typewriters.

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A body brought to the United States from El Salvador has been identified as that of free-lance writer John J. Sullivan, a New Jersey native who **disappeared while on a reporting trip** to that country in 1980.

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Following massive protests by journalists, the government of India has **shelved proposed press restrictions** [presstime, Oct. 1982, p. 20].

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William G. Harley, a consultant to the U.S. State Department and the U.S. National Commission for UNESCO, recently received the 1983 Thomas Jefferson Award for **"untiring efforts in support of world press freedom."**

Harley is the U.S. representative on the administrative council of UNESCO's International Program for the Development of Communications.

The annual award is sponsored by three Texas press organizations and Texas Tech University.

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"New Revenue Strategies" will be the theme of the International Federation of Newspaper Publishers' 11th **Management and Marketing Symposium** Oct. 26-28 in Marseille, France. Gannett Co. Inc. Chairman and President Allen H. Neuharth, who is a vice president of FIEJ, and Vincent E. Spezzano, executive vice president of USA Today, will discuss the start-up and marketing of the new U.S. national daily newspaper.

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The 18th Annual General Meeting of the **International Press Telecommunications Council** will be June 16-17 in Helsinki, Finland. Executives of ANPA-member newspapers are eligible to attend the meeting and to receive free copies of the quarterly IPTC News.

For more information about the IPTC and FIEJ Meetings, contact Martin Casey, ANPA manager/government affairs, at The Newspaper Center, Reston, Va.

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A new quarterly journal, **World Media Report**, is being published by the New York-based World Media Study Group. The publication features articles on trends and developments in print and electronic media around the world. It also carries an index of articles published in other journals about the world's press.

The report is edited by George Kurian, and its executive board is made up of writers and professors, many of whom also contributed to last year's two-volume World Press Encyclopedia. For information, contact Kurian at Box 519, Baldwin Place, N.Y. 10505; (914) 962-3287. □

With support lacking, Packwood cools on proposed amendment

Sen. Bob Packwood (R-Ore.) said his proposal to amend the Constitution to ensure full First Amendment rights for broadcasters cannot succeed without support of the print and broadcast media. And because he has received little backing from those groups, he told the National Association of Broadcasters that he does not plan to continue pushing the issue.

The chairman of the Senate Commerce Committee made clear, however, that he would resume his effort if NAB or other press groups decided to lobby for it.

Packwood made his remarks at the NAB's 61st annual Convention & International Exposition April 10-13 in Las Vegas, Nev.

It was before the same forum a year earlier that Packwood had announced his intention to draft the proposed constitutional amendment. He said at the time the First Amendment should be clarified to afford as much freedom for broadcasters in the dissemination of information as is afforded print media.

ANPA has adopted a policy statement saying freedom from government regulation of content—such as the Federal Communications Commission's fairness doctrine and equal time rule—should be "maximized" for all media [presstime, March 1983, p. 13].

Some newspaper publishers have resisted a constitutional amendment. They have argued that tampering with the First Amendment could backfire and that newspapers could wind up losing some free-press rights. The Association's policy does not address the amendment proposal.

Packwood also said he would support repeal of many broadcast restrictions including the fairness and equal time rules. But he said such legislation will not pass unless broadcasters significantly step up their lobbying efforts.

Also addressing the NAB's Las Vegas gathering was Rep. Timothy E. Wirth (D-Colo.), who said he will support further broadcast deregulation on condition that a spectrum fee be imposed. That fee would be paid by broadcasters to "compensate the public" for use of the public airwaves, said Wirth, who chairs a House subcommittee with jurisdiction over telecommunications.

The NAB convention featured numerous sessions on broadcast management and engineering in addition to public-policy discussions. Other topics of particular interest included use of the vertical blanking interval for teletext, use of FM "subcarrier" signals, high-definition television and a new Japanese-manufactured AM radio receiver that will accommodate all four standards proposed for AM stereo.

Convention registration was 33,000, breaking last year's record 29,000, the NAB said. □

Cable managers to meet May 26 in Atlanta

ANPA will sponsor a meeting for managers of newspapers' cable television projects May 26 in Atlanta.

The event at the Colony Square Hotel will feature "shop talk" on a variety of issues, including length of stories and structure of electronic pages, advertising, video production and a session on "Where Do We Go From Here?"

Attendance is open to all newspaper/cable managers. Registration is required, but there is no registration fee.

For participants arriving in Atlanta May 25, there also will be a tour of Turner Broadcasting System Inc. facilities, beginning at 7 p.m.

For more information, contact the ANPA Telecommunications Affairs Department at The Newspaper Center, Reston, Va.

Telecommunications notes

The Federal Communications Commission approved the **lottery system** for awarding some initial broadcast licenses, including low-power TV.

The commission voted 4-3 March 31 to include daily newspapers in the definition of mass media that triggers a demerit in the lottery process for LPTV. The process gives a mathematical preference to applicants that own few or no mass-media outlets.

ANPA opposed the proposal last November[presstime, Dec. 1982, p. 17].

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The FCC took two other actions March 31. It proposed a rulemaking proceeding on methods of applying the **fairness doctrine and equal time rules** for cable television. One question to be raised is whether the rules will be applied to textual matter.

And the commission authorized **broadcast teletext service**. Teletext is the insertion of text and graphic information in the vertical blanking interval of a regular broadcast television signal. As expected, the FCC did not establish a technical standard for teletext. It decided to let the marketplace settle the issue.

Also as expected, the FCC said it will treat broadcast teletext as an "ancillary service" not subject to regular broadcast content regulations like the fairness doctrine. ANPA supported this approach [presstime, March 1982, p. 14].

The FCC said cable systems will not have to carry teletext.

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News, banking, shopping and games have been ranked the four most useful services by 350 Southern California families testing Times Mirror Co.'s **videotex service** called Gateway. The cable- and telephone-line-based trial, held from March 15 to Dec. 31, 1982, offered more than 70,000 pages of information and transactional services including news, home banking, shopping, calendar listings, electronic mail and games.

Given the right combination of features, "our research is saying that there is a real market for a service like Gateway," said James H. Holly, president of Videotex America, a joint venture of Times Mirror and Infomart of Toronto.

On April 21, Times Mirror announced plans to launch the Gateway videotex service commercially in the greater Los Angeles area early in the second quarter of 1984. Videotex America will be a partner in the service. Subscribers will be offered about 50,000 pages of information. □

J. Douglas Creighton

Facing unemployment, he rose with the Sun

By C. David Rambo
presstime staff writer

J. Douglas Creighton found it "somewhat traumatic" to join the field of tabloid publishers in 1971 when he and two other men founded The Toronto Sun. But the alternative would have been much more traumatic: unemployment.

The trio had been with the Telegram of Toronto, a respected broadsheet that was about to die. Creighton and his partners decided that a different journalistic approach might work in the Canadian metropolis: a style punctuated by short, grabby stories, large headlines and, heaven forbid, *cheesecake*. It turned out to be a sweet formula.

Now 11 years and millions of dollars later, "I'm quite comfortable with it," the publisher says. "I find I can read it and not have to pick up another newspaper." He notes that formulas more widely accepted by the journalistic community don't always meet with acceptance by sufficient numbers of readers. "My favorite newspapers in the world are either very poor or out of business," he comments.

One would surmise that the Sun has become a favorite of many Torontonians as the paper has attained daily circulation of 252,394 in what is one of North America's most competitive newspaper towns. Also published there are The Toronto Star (all day, circulation 486,265) and The Globe and Mail (morning, 330,364). In fact, in this age of faltering metro dailies, the Sun is a shining example of how to succeed where others have failed.

As the death of the evening Telegram approached, managing editor Creighton, syndication service manager Donald Hunt and reporter Peter Worthington secured $650,000 from private investors. After putting to bed the last issue of the paper on Saturday, Oct. 30, 1971, the staff held a liquid wake. The next day, 62 of them trudged over to the vacant Eclipse Whitewear Co. Ltd. building—"a place rather ominously named" for a paper called the Sun—and set up editorial and business offices. The first issue of The Toronto Sun appeared the following morning, with the printing jobbed out at a nearby commercial offset plant.

The Sun, which now has its own production facilities and newer offices, has appeared every Monday through Friday since then. A Sunday Sun was started in 1974, and its circulation has grown to 425,838.

In addition, The Toronto Sun Publishing Co. in April 1978 started The Edmonton (Alberta) Sun (morning, 75,433) and in July 1980 purchased The Albertan in Calgary, renaming it The Calgary Sun (morning, 71,130). They are patterned after their Toronto cousin.

J. Douglas Creighton

Early last year, Creighton, Worthington and Hunt sold for $55 million (Canadian) a 50-percent interest to Maclean Hunter Ltd., publisher of the Canadian news magazine Maclean's.

The purpose was to add long-term financial stability to their company. Worthington recently resigned as editor-in-chief but remains a columnist. Hunt remains general manager. Creighton is still publisher, which he has been since the paper's founding.

Creighton, 53, says he does not remember expressing interest in a newspaper career as a child, although he says he noticed recently that his high school yearbook picture carries a caption saying he wanted to be a journalist. And in fact, he joined the Telegram directly upon graduation from high school in 1948. "At that time the Telegram was looking for younger people. The average age of its staff was about 70," he explains. Not only that, "The $35 a week they were going to pay me was a lot more than the $5 (allowance) my father was paying me."

Starting as a "junior reporter" on the metropolitan staff, he moved up the ladder as assistant city editor, sports editor ("maybe the best job I ever had") and managing editor.

Associates say Creighton's assets include a sense of humor and an ability to make and sustain friendships. Sun Editorial Cartoonist Andy Donato says, "If you go to him with a problem, he's likely to put his arm around you and say, 'Let's have lunch to talk about it.'" Usually that means a meal at Winston's, a fashionable downtown Toronto restaurant where Creighton eats daily at a designated table. Talk of the problem probably will be superseded by joking and laughter. This is indicative of his often lighthearted approach to solving problems, according to Donato.

Creighton is known as an effective manager and respected leader. He and his partners have built the Sun into Canada's fourth-largest daily and have won numerous national and local awards along the way. In the process, they and the other initial investors have become wealthy.

The Sun's primary audience is the valuable market of 18-to-34-year-olds. Its front page carries at least one large color photograph and several headlines referring to stories inside. Next to the front page, the Sun's best-read page is its editorial page. One of the Sun's big draws is its strong-but-simply-put editorial positions; e.g., "C'mon syphilis, do your stuff and do for Idi (Amin) what you did for Al Capone." More recently, it said Canada has "truly reached cuckoo-land" because of Canadian sentiment against a U.S. nuclear arms buildup in the face of existing Soviet weaponry.

The third-best-read page, or at least best-looked-at, is page 3; it bears a "SUNshine Girl"—a photo of a scantily clad young woman. The newspaper also has started running a daily "SUNshine Boy" in the lifestyle section.

Creighton is married and the father of three children. For relaxation, he plays golf and swims—sometimes in Florida, where he owns a condominium. Not bad for a newspaperman who just over a decade ago was facing unemployment. ☐

Why marketing is so essential for newspapers

By Steven H. Star

During the past 10 years, "marketing" has become a popular buzz word in the newspaper industry, and it has begun to play a major role in the strategic planning and operations of many newspapers. After an initial period of misunderstanding and resistance, newspaper executives increasingly have come to recognize that the basic marketing concept applies as much to newspapers as it does to other organizations: that the success and viability of any business or institution is a function of its ability to identify and satisfy the needs of its constituents at least as well—and preferably better—than the alternatives.

Steven H. Star

Indeed, the complexity of newspaper markets, comprising multiple segments of both readers and advertisers, suggests that a marketing orientation is probably even more important for newspapers than it is for many other types of enterprises.

As noted in presstime's April cover story, one of the most important roles of marketing in the newspaper industry has been to establish a clear set of goals and objectives that cut across departmental boundaries and thus provide the basis for the integration of the multiple facets of newspaper operations in pursuit of a common purpose. A newspaper that has determined which readers its advertisers need most, and what the critical needs of that target audience are, has, in effect, provided all of its departments with important criteria as to what their priorities should be and how they should allocate their resources.

A newspaper described in one of the case studies we use in the ANPA/International Newspaper Promotion Association marketing seminar, for example, later conducted a study into which households the major tenants of a new regional shopping mall felt they needed to reach in order to achieve their sales-volume objectives. Analysis of data from the study suggested that different segments of retailers in the mall (department stores, general merchandise chains, supermarkets, chain drug outlets and various types of specialty stores) had different requirements with regard to both geographic reach and level of penetration.

While the newspaper's management recognized that it would not be feasible to satisfy all of the needs of all of the advertisers, at least on a daily basis, analysis of the newspaper's circulation and readership patterns made it clear that advertiser needs would fall far short of being met unless significant gains in certain market segments were achieved. In fact, several of the major retailers in the mall were quite adamant that unless the newspaper's reach in certain segments was increased, they would find it necessary to allocate a major portion of their advertising budgets to shoppers, community newspapers and alternative distribution systems.

The newspaper then conducted a research study of audience needs in those market areas in which its penetration was considerably below the stated requirements of the mall's major, potential advertisers.

The new study differed from previous research done by the paper in that it focused specifically on the question of what media each household in the study was consuming, or not consuming, and why.

Management was forced to conclude that a substantial number of the households desired by advertisers in the mall were unlikely to become regular readers under any probable circumstances.

Based on this study, the newspaper made changes in its production schedule and distribution system, added zoned community sections, established a total-market-coverage program, and directed an intensive promotion and subscription solicitation effort at the target markets. As circulation rose in the target market areas, the advertising department developed a series of customized sales presentations focused on the needs described by each key advertiser in the initial study. Within two years, the newspaper had significantly improved its market franchise with both readers and advertisers, and was engaged in ongoing, integrative marketing almost as a matter of course.

The increased understanding and use of the marketing concept by newspapers represent the most significant positive trend currently affecting the industry.

This example is perhaps exceptional, but it provides an outstanding illustration of where newspaper marketing is going.

The newspaper came to perceive its mission as understanding and satisfying the needs of diverse segments of its advertiser and reader constituencies, rather than as simply putting out a good newspaper. While its editorial emphasis has shifted somewhat, it has certainly not become jazzy, sensational or irresponsible. In fact, there is strong reason to believe that editorial quality has improved significantly.

The challenges facing many newspapers are considerably more arduous than those just cited. Market needs are often highly complex and difficult to define in a practical way; resources are usually constrained; managements frequently are hostages to history; and competition for reader time and advertiser dollars is becoming more diverse and aggressive.

Newspapers will meet these challenges if they truly employ the marketing concept and continually reassess their positions vis-a-vis constituent needs, not just the short-term bottom line.

In my view, the increased understanding and *use* of the marketing concept by newspapers represent, without question, the most significant positive trend currently affecting the industry. ☐

Star is a teacher, writer and faculty chairman of the ANPA/International Newspaper Promotion Association marketing and strategic planning seminars.

It looks like a new ball game for sports coverage

By C. David Rambo
presstime staff writer

The sports section, as important to America's daily newspapers as a bat is to baseball, is on the threshold of change brought about by competition and new technology.

Sports editors suddenly find themselves confronted with new challenges, or potential challenges, posed by:

- USA Today, whose late-breaking scores and dazzling color graphics make some local papers look like weathered scoreboards
- All Sports, an experimental sports daily produced by the Star-News of Pasadena, Calif. All Sports so far is circulated mainly in Southern California, but officials are evaluating its potential for a wider audience.
- Electronic technologies that could whittle away at newspapers' functioning as the principal dispenser of the scores, statistics and sports trivia that fans demand.

USA Today. All of these challenges have touched off a revamping of many sports pages, but the arrival of USA Today may have had the most immediate impact.

Now circulated on both the Atlantic and Pacific coasts and in numerous markets in between, the paper's daily 12-page sports section gives readers a comprehensive roundup of results from the day and night before, news and feature stories, briefs tailored for armchair athletes, and colorful graphics.

USA Today does not attempt to cover routine, local sports events. For that reason, readers will make "double buys" of both the Gannett daily and the local paper, Gannett claims.

But Van F. McKenzie, assistant managing editor of the Atlanta Journal and Constitution, thinks Gannett is "blowing a little smoke" with that statement. "Obviously, they're out there competing for street sales," says McKenzie. "I don't think people are making double buys any more. If they buy USA Today, they don't buy the other." The Atlanta newspapers have reacted "somewhat" to the new newspaper by adding a lot of color, McKenzie says.

The Miami Herald also has become "more graphics oriented" and made other changes, according to Richard W. Robb, sports Sunday editor. About four months ago, it split its final edition into two editions, the "home final," which has the same deadlines as the old final, and the "late final," whose pages can be changed as late as 2:30 a.m.

Cobb says the late final goes into the newsracks in Miami and Dade County in direct competition with USA Today.

The Chicago Tribune in recent months has expanded its sports newshole partly as a result of USA Today and partly because it was planned in connection with start-up of the Tribune's new press facilities, says Sports Editor George C. Langford. But readers also will notice a greater volume of sports agate listing and "they can thank USA Today for that," he adds.

Leonard Shapiro, deputy sports editor of The Washington Post, also says USA Today was partly the reason his newspaper opened up its sports newshole. But he notes, "We've been asking for more space for years."

Henry M. Freeman, managing editor/sports of USA Today, does not take credit for changes in sports pages. "I'd love to sit here and say, 'Yeah, we've got a great product. Everybody's out there imitating us.' But that's just not true," he says. He says changes that might have taken place since introduction of USA Today are more a result of sports editors' continual efforts to improve their product.

All Sports. Although not as widely known as the much-ballyhooed USA Today, All Sports conceivably could be an even greater threat to traditional newspapers' following among sports fans. That's because while USA Today also covers general news, lifestyle matters, and business and finance, All Sports is just what

The Patriot Ledger, Quincy, Mass.

Sports writers question Boston Red Sox star Carl Yastrzemski.

the name says it is. Thus, the number of columns it allocates to sports coverage on a day-to-day basis far outstrips that of USA Today.

All Sports emphasizes national coverage, not local events. It draws heavily from the Associated Press, United Press International and the Knight-Ridder News Service.

Published since Sept. 29, it is a different kind of remake of the Star-News. All of the news and feature copy is removed from the paper and replaced with sports material. The process is possible because of the Knight-Ridder daily's pagination system, which includes full graphics capability.

In late April about 8,800 copies of the newspaper were being sold daily. They were all street sales.

The primary circulation area is the Pasadena area, but All Sports also is being sold in San Diego, Santa Barbara, Portland, Ore., and Honolulu. And All Sports officials are discussing the possibility of flying copies to Baltimore.

Publisher William R. Applebee says it is too early to measure the impact of All Sports, but the results of strong promotional efforts now in force should be known in several months.

W.H. "Gus" Harwell Jr., Knight-Ridder's vice president of operations, city group, says distribution of All Sports to other geographic regions is "a distinct possibility" that depends on how well it does in the initial test area.

Electronic services. Another evolving pressure on sports departments is new electronic information services such as teletext and videotex through which fans can learn of scores instantly and not have to wait for the paper. That will result in a "more feature-oriented-type paper and less a scoreboard of record," says David A. Moylan, associate sports editor of the Los Angeles Times.

The trend toward that approach, spurred originally by television sports coverage, undoubtedly will continue as the new technology develops.

"Before, it was strictly who won, who lost—the who, what, when, where type lead." Now there's much more investigative journalism, analysis and general color in the sports columns, Moylan notes.

Another concern spurred by new technology involves cable television. It raises a dilemma that must be dealt with now, not sometime in the future.

> ***New electronic services could result in a "more feature-oriented-type paper and less a scoreboard of record."***
>
> **David A. Moylan**
> **Los Angeles Times**

Specifically, cable has stirred interest in faraway teams. Editors must decide how much space to allocate to these adopted favorites.

For example, some viewers in cable-connected towns from coast to coast have become enthusiastic about the Atlanta Braves. That team's games, broadcast by Atlanta "superstation" WTBS, are picked up by 5,100 cable systems in all 50 states and Puerto Rico. The Braves have potentially 25 million viewers each game.

Estimated viewership per game last year, when the Braves were a divisional champion, was 1.2-million people, double that of the year before when they finished well down in the standings, according to R. Michael Oglesby, WTBS public relations director. Both the Braves and WTBS are owned by Ted Turner.

A study by the Associated Press Managing Editors Association Sports Committee last year found that editors are split on how to approach coverage of such teams. Some editors said they are compelled to cover these new, "local" teams. Others think they can get away without devoting unusual amounts of space.

The Bee and Register (combined circulation, 23,952) of Danville, Va., last year expanded coverage of the Braves as a direct result of the cable broadcasts. Sports Editor Al Milley says he took that action after an informal poll of readers indicated a heavy preference for such coverage.

Before WTBS was delivered in Danville, viewers' baseball selections were limited to what the major television networks carried, Milley says.

Leisure time and rivalries. There are still other pressures on the sports department to deliver more variety in coverage, including such relatively recent developments as the "fitness craze" and such old standbys as cross-town newspaper competition.

Americans' relatively high amount of leisure time and their increasing awareness of the importance of physical fitness are creating a demand for regular information on running, racquetball and other "new wave" sports.

The Times-Union in Rochester, N.Y., has responded by staggering special-interest columns throughout the week. For example, during warm-weather months, a golf column appears Monday, tennis Tuesday, jogging and other outdoor activities Wednesday, boating Thursday, and softball Friday.

Even The Wall Street Journal may start covering sports as part of its plan to publish—beginning this fall—a daily, half page of arts and leisure news, says George R. Melloan, deputy editor of the editorial page.

Meanwhile, as the Journal decides how much of a commitment to make to sports coverage, that decision has already been made in cities where competing, general-circulation dailies are engaged in fierce battles for readers. And the decision has been to make sports pages a major battleground.

In a way, this is nothing new. Newspapers long have promoted the prose of their top sports writers, who over the years have included such "stars" as Grantland Rice, Ring Lardner, Damon Runyon, Jimmy Cannon, Red Smith and Shirley Povich. What is new is that some sports columnists today are commanding salaries that approach the pay of the professional athletes they cover.

For example, The Denver Post hired columnist Woody Paige from its major competitor, the Rocky Mountain News, for an amount reported in the $70,000-$80,000 range.

The degree to which all of these matters affect a particular newspaper's operation depends partly on its target audience. For example, a newspaper that stresses local sports—and makes a practice of getting every name into the paper—is in a different ball game than is USA Today. This is especially true for small-city and suburban papers.

"When it comes to supplying scrapbook clippings, we can't do that in great quantity," admits Lawrence K. Beaupre, managing editor of the Times-Union in Rochester.

Regardless of size, newspapers have found their sports-section devotees to be among the most loyal and demanding of readers. "If the sports section fails to carry one high school sports score, you get blasted," observes Dave Smith, assistant managing editor for sports, photo and art of The Dallas Morning News.

And in the continuing effort to please sports fans, Smith notes that his newspaper and others have resumed running agate box scores with game stories. A few years back, in a similar effort to please fans, a lot of newspapers began running all agate on one page.

A high scorer. A study of newspaper readership patterns in 1977 appeared to confirm sports editors' claims that their pages indeed rank high in readership.

The study, published in ANPA News Research Report No. 4, identified basic patterns in readership. First was reading for overall informational value. Second was for sports news.

John B. Mauro, director of research for Media General Inc. of Richmond, Va., who conducted the study with Indiana University Assistant Professor David H. Weaver, notes, however, that the popularity of sports news may be a result of newspapers' devoting so much space to it.

More recent research indicates that increasing numbers of women are reading sports pages. Observers say one reason is the rise in women's sports and coverage of them.

A 1980 study suggests that women are particularly interested in local sports events. ANPA News Research Report No. 28, carrying a study on "Reader Interest in Sports News," found that 40 percent of women in a study—compared to 18 percent of men—preferred local sports.

Researcher J.P. Winter, then a doctoral candidate at Syracuse University and author of "Reader Interest in Sports News," did not examine the reasons for these responses. But he noted that "mothers are heavily involved in local sports through their children."

Much sports research comes in the less formal approach of local pulse-taking. For example, the Register and Bee in Danville conducted an informal opinion survey in which readers were asked to respond to questions about preferences in sports-section content.

> ***Sports readers are among the most demanding. "If the sports section fails to carry one high school sports score, you get blasted."***
>
> **Dave Smith**
> **The Dallas Morning News**

Contests have proven to be another technique to gain reader participation in sports pages. The Boston Globe in 1981 got more than 14,000 entries to a "Pick the Red Sox Opening Day Lineup" promotion.

The auto racing editor of The Charlotte (N.C.) Observer asked readers for their advice on how rained-out, stock-car races should be rescheduled. More than 300 letters, "mostly from outlying, weaker circulation areas where racing interest is higher," poured in, says Assistant Sports Editor Steve Lyttle.

Ethical problems. Despite such laudatory forms of journalistic enterprise, sports departments also have been criticized for lapses in ethical conduct. Not too many years ago, says McKenzie of the Atlanta Journal and Constitution, "every sports writer and every sports editor was taking everything." That included big meals, drinks, transportation and even expensive gifts. It was a problem not limited to the sports department, he adds.

Most newspapers now insist on paying their own way.

One of the reasons for change in sports departments is that a code of ethics was established by the Associated Press Sports Editors Association when it was founded 10 years ago. The code "says basically that you take nothing free—no meals, no tickets, nothing," explains McKenzie, currently the APSE's president.

There remain problems with conduct of some individual sports writers, he continues. Even though a newspaper has laid down the law, staffers often have to make their own judgment calls. "What's unethical to one person may be ethical to another."

Another issue that once held sports departments up to the ethical light was the hiring—or lack of hiring—of women. That also has changed in the last decade.

Increasing numbers of women asserted their rights and were hired. Women staffers are a way of life in many sports departments, and "you no longer give it a thought," says Smith of The Dallas Morning News.

Now, in fact, women's interest in being in the sports department has lessened, says Beaupre of the Rochester paper. "We are currently without any women," he says. "It's almost like a fad that has died out. . . . To some degree, the barriers have been broken and they're not so exciting any more."

Along with women has come a new sports-department image overall.

McKenzie recalls days when sports pages often were produced by writers who came in for a couple of hours "just to work the desk." That system has yielded to the ways of the city desk including full-time copy editors, rewrite people and others.

Many sports departments today are being run by an "executive sports editor," another relatively new position borrowed from the news side. Sports departments "are no longer considered the candy store, the funhouse," McKenzie adds.

In fact, management at one newspaper sees its sports department as a direct revenue-producer. The Patriot Ledger of Quincy, Mass., last December launched The Patriot Ledger Sports Service, a syndication for New England newspapers of its home-and-away coverage of the Boston Red Sox, Celtics, Bruins and Patriots professional teams, as well as some other major sporting events.

"New England is a red-hot pro sports area and Boston is the center of that interest," says Patriot Ledger Editor William B. Ketter.

He explains that the newspaper began its service primarily as a way to defray the high expense of coverage. There were six newspaper subscribers by April.

Ketter says the service is made possible by newspaper computer technology: The material is sent directly from the Patriot Ledger computer to a subscriber's computer by phone lines, or is delivered via Associated Press or United Press International high-speed circuits.

Observers say it will take these kinds of innovations to keep newspapers leading the race for the sports audience. ☐

Study probes editors' views vs. publishers'

By Elise Burroughs
presstime staff writer

While editors and publishers "tend to see eye-to-eye on the substance of ethical issues," they differ on the procedures and the responsibility for resolving them.

That was one of the major findings of "Editors, Publishers and Newspaper Ethics," a $63,000 research study sponsored by the American Society of Newspaper Editors.

It was based on telephone interviews with and a 172-question survey of editors, publishers and staff members at 309 daily newspapers. The newspapers selected represent a cross section of U.S. daily newspaper circulation, and results are reported as percentages of the sample's total circulation.

The study found that respondents representing 62 percent of circulation believe newspapers should have written codes of ethics, while the balance said ethical decisions should be made on a case-by-case basis.

Respondents indicated that the most troublesome ethical area for newspapers involved fairness, balance and objectivity.

Next in descending order were invasion of privacy, granting and preserving confidentiality, problems with photos and pressure from advertisers.

Reported as less common issues were government secrecy, economic temptations for journalists, suppression of news to protect the community, newsgathering methods such as false identities and eavesdropping, coverage of civil disorders, and use of reporters for non-news tasks.

While editors and publishers tended to agree in many cases on what to do on ethical issues, they disagreed—in some cases sharply—on who should take action.

"Editors and publishers genuinely disagree on where one's turf should end and the other's begin," reported study coordinator Philip Meyer, William Rand Kenan Jr. professor of journalism at the University of North Carolina. "Publishers want some overlap. Editors prefer fences with themselves on one side and the publishers on the other."

Editor Richard A. Oppel (left) and Publisher Rolfe Neill hold an impromptu meeting in The Charlotte (N.C.) Observer newsroom.

Although they disagreed on general areas of responsibility, editors and publishers tended to agree on how to handle most specific ethical situations. Usually, their approach was less stern and extreme than the response from subordinate staff members. But there were some areas where editors and publishers did not agree.

"Of the 22 anecdotal dilemmas posed in the survey, only three sharply separated editors and publishers. Money was directly involved in two of these problems and indirectly in the third," according to Meyer.

This was one example: A reporter on a business trip who is receiving a commercial hotel discount decides to stay on for a few days of vacation after his assignment ends. Although he is paying his own way, he continues to receive the commercial discount during his vacation stay.

"The number of news people whose ethical sensibilities are offended by the reporter's action in this case strains credulity," Meyer said. "Those wanting the reporter to reimburse the hotel and abandon the practice included, after adjustment for circulation, 24 percent of the publishers, 44 percent of the editors and 65 percent of the staff."

Meyer suggested that "Ghosts of the old editorial-business office conflict may be haunting us here. News-editorial people tend to be suspicious of money and its power, while a publisher is more likely to evaluate expenditures in instrumental terms: money is a tool, and one uses it as efficiently as one can."

The research study also reports on four styles of publisher participation—dubbed "politicians," "partisans," "statesmen" and "absentees"—and how publishers' management styles influence their handling of ethical problems.

For example, publishers who are most removed from newsroom activity—so-called "absentees"—are most in favor of written newsroom codes of ethics.

Morale, however, was found to be highest at newsrooms where the publisher is perceived as actively intervening for good purposes in the newsroom—a style dubbed "statesman."

In the final chapter of the study, "Toward Ethical Efficiency," the study concludes that the traditional newsroom attitude of keeping editorial and business decisions totally separate meant that in the long run, "the news side wasn't winning too many close decisions. In the crunch, power rested with the side that controlled the purse strings."

More recently, economic pressures have forced many newspapers "to begin to reject internal adversarial activity for a more efficient cooperative mode," the study found. "In this mode, the business side recognizes that it cannot sell advertising without readers, and that it cannot get and keep readers without a quality editorial product."

While some editors fear such an approach will make them too mindful of profits, "Others believe that participation will enable them to play a more effective role in directing the newspaper's resources toward public benefit. Our survey indicates that the latter is becoming the prevailing view."

To pursue integration in ethical as well as business matters, the study suggests setting up ethical committees made up of representatives of all departments, similar to readership committees. However, that suggestion was rejected by several members of the ASNE Ethics Committee who reviewed the findings. "I am of the old fashioned school that believes a barrier should remain between the editorial and business sides of newspapers if we are to be true to our readers," said Robert H. Wills, editor of the Milwaukee Sentinel. "There must be recognition that we confront different problems in different ways."

The 105-page study, conceived by the Ethics Committee and funded with a grant from the John and Mary R. Markle Foundation, is scheduled for release at the society's convention early this month in Denver.

Additional single copies are available from ASNE, Box 17004, Dulles International Airport, Washington, D.C. 20041 ☐

Comics' readership gets boost

The one section of the newspaper that is read more by younger readers than older ones—the Sunday comics—is suffering from sagging readership.

And to turn it around, the newspaper business has embarked on a mini-readership project, "21st Century Comics," that has conducted research into what children as well as adults like and dislike about the comics.

"In a nutshell, our main objective is to increase readership among children and at the same time hold and increase adult readership," explained Thomas J. Craddock, comics advertising director for Metropolitan Sunday Newspapers Inc. The company, which sells advertising for Sunday newspapers, initiated the project and won financial support from more than 50 daily newspapers and other newspaper business groups.

Two research firms, Scarborough Research Inc. and The Gene Reilly Group, conducted 17 focus-group interviews and surveyed almost 2,000 adults and children during 1982. The researchers found that across the board, both comic-section devotees and nonreaders think comics should be funnier.

Other findings included the following:

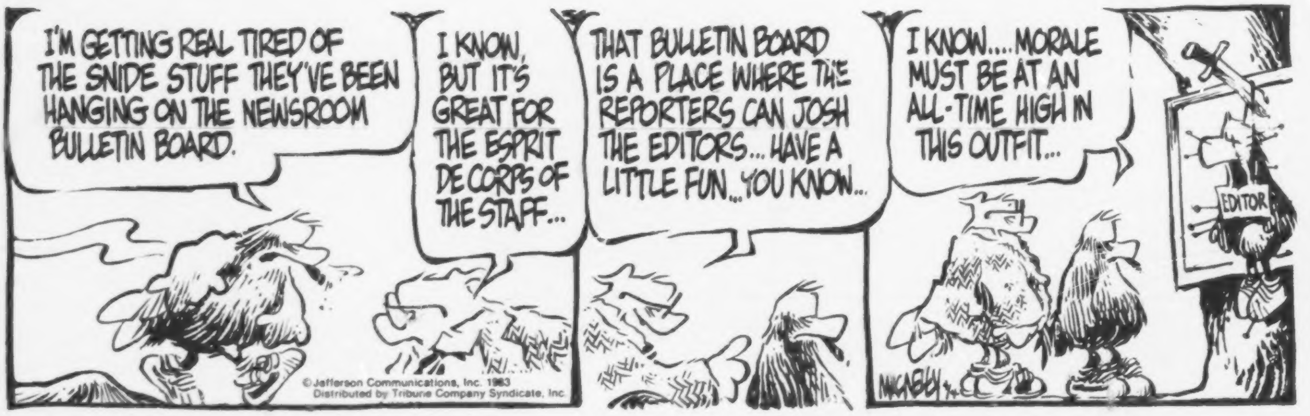
- Among those who receive a Sunday paper with a comic section, comic readership is 53 percent for adults and 79 percent for children.
- Enjoyment of the comics declines with age. While 58 percent of those aged 7-9 enjoy Sunday comics very much, only 40 percent of those aged 13-15 do so.
- There are no differences in adult comic-section readership based on sex, household income or the presence of children in the house.
- Those who read comics are very loyal, with 80 percent reading the Sunday comic sections consistently over a four-week period.
- One-third of adult and teenaged comics readers said they were introduced to the Sunday comics by someone older reading to them. In contrast, less than one-fourth of the nonreaders said an older person had read the comics to them.
- Most respondents said they liked humorous strips best, with children listing "Garfield" and "Peanuts" as their favorites.
- Dramatic serials and romance strips were least favored.

21st Century Comics plans to distribute the research findings to writers, cartoonists, editors and advertising agency personnel who will produce new formats and guidelines for comics.

In addition to daily newspapers, syndicates, ad agencies and printing firms, the project has support from ANPA, the Newspaper Advertising Bureau, the American Society of Newspaper Editors and the International Promotion Association. ☐

'Shoe'

By Jeff MacNelly


I'M GETTING REAL TIRED OF THE SNIDE STUFF THEY'VE BEEN HANGING ON THE NEWSROOM BULLETIN BOARD.
I KNOW, BUT IT'S GREAT FOR THE ESPRIT DE CORPS OF THE STAFF...
THAT BULLETIN BOARD IS A PLACE WHERE THE REPORTERS CAN JOSH THE EDITORS... HAVE A LITTLE FUN...YOU KNOW...
I KNOW.... MORALE MUST BE AT AN ALL-TIME HIGH IN THIS OUTFIT...
EDITOR
MACNELLY
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Seminar attendance rebounds

A travel-and-training freeze induced by cost-cutting at many newspapers appears to be thawing. A recent survey of six newspaper-business organizations indicates attendance at seminars and meetings is on the rise.

April's Leadership in the Newsroom workshop, conducted in San Francisco under the sponsorship of ANPA, the American Society of Newspaper Editors and the Associated Press Managing Editors Association, was sold out, as were three recent technical seminars sponsored by the ANPA Research Institute.

Stephen E. Palmedo, ANPA manager/training services, said several newspaper companies that instituted travel freezes and severe cost-cutting [presstime, Oct. 1981, p. 37] appear to be sending people off for training again. Seminars and workshops that focus on generating revenue are attracting the most interest.

The American Press Institute in Reston, Va., reported "an encouraging spurt since the first of the year" in nominations for its training seminars. "It's not a flood but a steady trickle," said API Director Frank E. Quine.

Two of the last four seminars sponsored by the International Circulation Managers Association had record attendance, according to Joseph B. Forsee, ICMA general manager. Attendance at regional meetings, which was poor last fall, also is surging.

The International Newspaper Promotion Association, which scrubbed one seminar for lack of interest early last year, has not canceled any in the past 12 months and is experiencing higher-than-usual registration for its annual conference.

"Everything seems to be turning around," said William G. Boykin, executive director of the Inland Daily Press Association. Inland's recent circulation seminar filled its quota of 40 spaces and had a waiting list of 10, Boykin reported.

And the Southern Newspaper Publishers Association, which never experienced the drop-off faced by other associations, continues to find a high degree of interest in meetings, seminars and workshops among its Sun Belt members.

SNPA Executive Director Reed Sarratt reported that of the three seminars held by the SNPA Foundation so far this year, one was sold out. Two of nine upcoming seminars also are sold out and have waiting lists.

And attendance at the association's recent annual production conference matched previous peak-year levels. ☐

API bequest committee will solicit gifts

The American Press Institute is asking newspaper executives to remember API in their wills.

A new Bequest Committee has been appointed by API Chairman Howard H Hays, who noted, "API has played an important role in advancing the careers of thousands of newspaper men and women.

"Hays said the committee will "suggest that in their wills they consider helping future newspaper men and women through API."

The 37-year-old training organization obtains most of its operating income from tuition for its seminars and from voluntary annual gifts by newspaper companies and newspaper foundations. Since 1976, it also has had an endowment fund, to which about $1.15 million has been contributed or pledged.

Hays appointed James H. Ottaway Sr. chairman of the Bequest Committee. Ottaway was chairman of API in 1968-78 and is a director and former chairman of Ottaway Newspapers in Campbell Hall, N.Y.

Other committee members include Hays, editor and publisher, The Press-Enterprise, Riverside, Calif.; Barry Bingham Sr., chairman of The Courier-Journal and The Louisville (Ky.) Times; Robert W. Chandler, chairman and editor, The Bulletin, Bend, Ore; and Michael P. Metcalf, president and publisher, the Providence (R.I.) Journal and Evening Bulletin.

Also, Newbold Noyes Jr., former editor, The Washington Star; J. Patrick O'Callaghan, publisher, The Calgary (Alberta) Herald; Joseph Pulitzer Jr., editor and publisher, St. Louis Post-Dispatch; and Eugene S. Pulliam, publisher, Indianapolis Star and News. ☐

News research roundup

People in households with cable and/or other special TV services tend to **use other news media**, including daily newspapers, more than those without such services.

That was the conclusion of a 1981 survey of 800 adults in two markets, one in the Southwest and the other in the Upper Midwest, where cable penetration is relatively high.

The study, "How Does Cable Television in the Home Relate to Other Media Use Patterns?," was conducted by Gerald L. Grotta, associate professor, and Doug Newsom, associate professor and chairman of the Department of Journalism at Texas Christian University. It was published in the winter 1982 issue of Journalism Quarterly.

• • •

"A Study of Alcohol Use by Reporters and Editors" reveals that newsroom employees have about twice the incidence of **drinking problems** as the general adult population.

The study, published in the winter 1983 issue of the Newspaper Research Journal, is based on reponses to a 24-item questionnaire, the Michigan Alcoholism Screening test. The questionnaire was completed by 326 reporters and editors from 14 newspapers. They had been selected at random from a national sample.

The test normally finds 10 percent of the general population demonstrate the characteristics of alcoholism. In the sample, the alcoholism rate was 21 percent for editors and 23 percent for reporters.

"The immediate implication of these data seems to be that a possible serious problem exists among journalism practitioners," said author Ted Joseph, a journalism teacher at Washington State University's Department of Communication. He urged further testing and study on the subject.

• • •

A 1982 Finnish Newspaper Publishers Association survey found that, unlike American teenagers, Finnish teens **read daily newspapers as often as adults.** However, they spend only half the time adults spend reading newspapers. Also, young people in Finland watch more television than adults. ☐

U.S. illiteracy: a big problem that's getting bigger

The problems associated with illiteracy in the United States are "immense, and they are growing bigger," Barbara Bush, wife of Vice President George Bush, told the ANPA Foundation's 1983 Newspaper in Education Conference.

She said she is "scared" by the extent of these problems and hopes to scare others sufficiently so they will join her fight for literacy.

At least 23 million Americans—and possibly as many as 56 million—are functionally illiterate, she said [presstime, Sept. 1981, p. 4]. This means one of five adults cannot read signs, comprehend written instructions, fill out forms or understand newspaper articles.

She also said that:

- Poverty usually accompanies illiteracy. An estimated $6 billion in annual welfare and unemployment compensation costs are attributable to illiteracy.
- One third of all enlisted personnel in the U.S. armed services read below the seventh-grade level. The military spends $70 million a year to provide basic skills in education for more than 200,000 people.
- More than 800,000 students drop out of high school each year, and hundreds more graduate without adequate reading (and math) skills.
- There is a yearly influx of 400,000 immigrants and 100,000-150,000 refugees who cannot read.

To combat the problem, she said she is "cheerleading" for teachers, seeking greater citizen involvement in local school boards, supporting libraries and urging parents to become interested in motivating their children to read.

Mrs. Bush also praised newspapers for their endeavors in bringing illiteracy problems to public attention and in encouraging reading.

In a subsequent question-and-answer period, she deflected questions about Reagan administration budget cutbacks in education, saying most educational funding comes from the local level.

The annual conference, held in cooperation with the Canadian Daily Newspaper Publishers Association, was attended by 180 educators and NIE personnel.

Packets of speeches and papers from the March 30-April 1 conference in Washington, D.C., are available to nonparticipants for $3 from ANPA Foundation at The Newspaper Center, Reston, Va. ☐

Barbara Bush chats with ANPA Foundation Chairman and President Donald N. Soldwedel.

Funds sought for ad campaign on adult illiteracy

Funds are being sought for a nationwide, multimedia advertising campaign designed to increase awareness of the problem of adult illiteracy and of the efforts being made to combat it.

The Coalition for Literacy is seeking at least $750,000 for a two-year, public service-ad campaign that would be conducted by the Advertising Council.

This would be the first national campaign of its kind, according to Jean E. Coleman, coalition coordinator. The coalition, established in 1981, is made up of 11 organizations and companies, including the American Association of Advertising Agencies, the American Library Association and the International Reading Association.

Coleman said $750,000 is the minimum being sought. A total of $1.7 million would support a three-year project, she said.

For further information, contact Coleman at the American Library Association, 50 E. Huron St., Chicago, Ill. 60611

New service will critique NIE program publications

A newsletter critique service is being offered by ANPA Foundation to the managers and coordinators of Newspaper in Education programs in the United States and Canada.

The Newsletter Assistance Program is designed to help NIE programs increase the effectiveness of their publications. It will be administered by Ray Chattman, the Foundation's publications specialist.

The program works like this: The newsletter editor (usually the NIE manager or coordinator) sends two copies of three different issues to the Foundation.

The newsletters are then evaluated for content, graphics, design and overall effectiveness. A "marked up" copy of the newsletter is returned to the newsletter editor, along with a narrative explaining what was noted and why.

For more information, contact Chattman at The Newspaper Center, Reston, Va. ☐

More programs for minorities listed

Two newspapers are launching new programs for minority students interested in journalism and a third is repeating a program inaugurated last summer.

The Nashville (Tenn.) Banner has announced a four-week summer program in which 10 minority students will write for the paper.

Besides acquainting the students with daily newspapering, the program will provide the newspaper and its readers with a perspective of the black community and help the paper's editorial staff improve coverage of that community, according to Publisher and President Irby C. Simpkins Jr.

Eligible for the program are students entering their junior or senior years of high school or their freshman year of college. Working with the students will be Lynn Foxworth, assistant professor of journalism at the University of Tennessee at Knoxville, and Karen Brown, associate professor of communications at Tennessee State University. The program will be directed by Joe Worley, Banner managing editor, and Elise McMillan, features editor.

Asbury Park (N.J.) Press has established a scholarship program for minority high school graduates who intend to study journalism in college.

Two recipients will be chosen annually, one from each of the counties in which the newspaper circulates, to receive a $500 scholarship. The scholarships are renewable for up to four years. The program also includes a summer of employment by the newspaper for the recipients.

The Commercial-News of Danville, Ill., will once again publish Black Awareness, a summer weekly tabloid planned, reported and written by black high school and college students. The publication is distributed in the black community. According to Commercial-News President and Publisher Christy C. Bulkeley, a grant from the Gannett Foundation will enable the newspaper to hire a full-time supervisor and involve more students in the program this summer. Eight students participated last year.

These programs are in addition to those cataloged in the April 1983 issue of presstime. ☐

Minority Fellowship applications accepted

Applications are now being accepted by ANPA Foundation for Minority Fellowships for the second half of 1983.

Eight fellowships will be awarded to minority newspaper personnel and journalism educators to attend newspaper-related training seminars. The program is aimed at widening minorities' avenues into newspaper management [presstime, Dec. 1982, p. 26].

Newspaper executives and journalism school administrators are encouraged to nominate candidates. Self-nomination, with a supervisor's recommendation, also are acceptable. The fellowships cover seminar, travel, hotel and meal expenses.

Applications should be submitted by June 24 for attendance at one of the following programs:

- **ANPA Labor Relations Seminar,** Washington, D.C., Aug. 22-24
- **ANPA Management Development Workshop,** Philadelphia, Sept. 12-16
- **ANPA/ASNE/APME Leadership in the Newsroom Workshop,** Washington, D.C., Oct. 3-5
- **ANPA Foundation NIE Instructor Training Seminar,** Airlie, Va., Oct. 5-8
- **American Press Institute Journalism Educators Seminar,** Reston, Va., Oct. 9-14
- **ANPA/International Newspaper Promotion Association Promotion Managers Workshop,** Chicago, Oct. 24-26
- **ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association Circulation Managers Workshop,** Chicago, Nov. 14-16
- **API Improving Reporting Skills Seminar,** Pomona, Calif., Nov. 27-Dec. 2
- **API City Editors Seminar,** Reston, Va., Dec. 4-14
- **Washington Journalism Center Economic Outlook for 1984 Seminar,** Washington, D.C., Dec. 13-15.

For more information or for an application form, contact Nancy Osborn, ANPA Foundation, at The Newspaper Center, Reston, Va. ☐

Northwestern says funds for J-center were used properly

Northwestern University has denied any misuse of funds earmarked for the Gannett Urban Journalism Center at Northwestern's Medill School of Journalism.

In a March 21 article, Crain's Chicago Business, a weekly business publication, said income from a Gannett Foundation-sponsored endowment for the center was used to support Medill's "Teaching Newspaper" program. The Teaching Newspaper program places Medill juniors at more than 20 smaller-city daily newspapers around the country.

One specific allegation was that $12,000 in center funds was used to pay a pilot to fly a private plane owned by Medill Dean I.W. Cole and rented by the university for travel associated with monitoring the Teaching Newspaper program.

Kenneth J. Wildes, director of university relations at Northwestern, said Gannett Foundation funds are "commingled" with funds from an endowment grant from the Ford Foundation and with university funds. He said that Cole, the director of the center, has responsibility for administering the funds. Cole has announced that he will relinguish his responsibilities as dean of the journalism school in August but he intends to remain as director of the center.

"At this particular point in time the university has no reason to believe there was any misuse of funds," Wildes said.

Gannett Foundation Vice President/Education Gerald M. Sass said it would be "unreasonable" to comment on specific issues raised in the article until the foundation has heard from Northwestern.

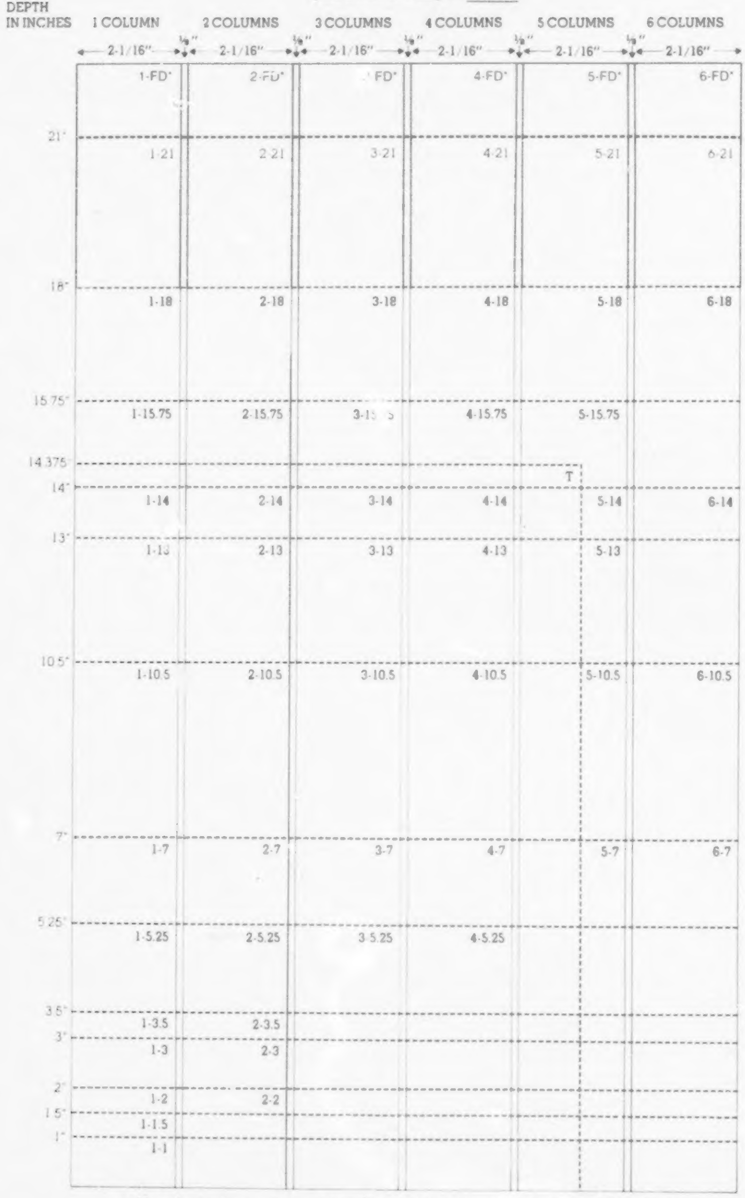
The center, established in 1966, trains journalists in urban-affairs reporting and encourages minorities to enter journalism. ☐

NIE-circulation costs explained in new booklet

"Circulation Economics and the Newspaper in Education Program," a new booklet discussing the costs to publishers of participating in NIE programs, is available from the ANPA Foundation at The Newspaper Center in Reston, Va. ☐

The Expanded SAU™ Standard Advertising Unit System

(Effective July 1, 1984)


DEPTH IN INCHES
1 COLUMN
2 COLUMNS
3 COLUMNS
4 COLUMNS
5 COLUMNS
6 COLUMNS
2-1/16"
1/8"
21"
18"
15.75"
14.375"
14"
13"
10.5"
7"
5.25"
3.5"
3"
2"
1.5"
1"
1-FD*
2-FD*
FD*
4-FD*
5-FD*
6-FD*
1-21
2-21
3-21
4-21
5-21
6-21
1-18
2-18
3-18
4-18
5-18
6-18
1-15.75
2-15.75
4-15.75
5-15.75
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1-14
2-14
3-14
4-14
5-14
6-14
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2-10.5
3-10.5
4-10.5
5-10.5
6-10.5
1-7
2-7
3-7
4-7
5-7
6-7
1-5.25
2-5.25
3-5.25
4-5.25
1-3.5
2-3.5
1-3
2-3
1-2
2-2
1-1.5
1-1

- 13 inch depths are for tabloid sections of broadsheet newspapers
- T is a full page size for 21½ inch cut-off tabloid newspapers. It measures 14⅜" by 9¾".

1 COLUMN 2-1/16"
2 COLUMNS 4¼"
3 COLUMNS 6-7/16"
4 COLUMNS 8⅝"

5 COLUMNS 10-13/16"
6 COLUMNS 13"
DOUBLE TRUCK 26¾"
FD—FULL DEPTH

*FD = full depth of 21" or longer, as according to individual newspapers' printed depth as indicated in Standard Rate and Data Service listing. Printed depth generally varies in newspapers from 21" to 22½". All newspapers can accept 21" ads and may float the ad if their printed depth is greater than 21".

4/25/83

© 1983 American Newspaper Publishers Association

Format plan wins approval of ANPA, NAB

The boards of directors of ANPA and the Newspaper Advertising Bureau have endorsed a voluntary plan to standardize newspaper formats and expand the system that would do it.

The boards made their endorsements of the expanded Standard Advertising Unit system subject to consideration of any additional comments that may be made through May 23 by newspapers and other interested parties.

A first round of comments, made in response to a brochure that was distributed to all U.S. newspaper publishers in late February, was overwhelmingly favorable [presstime, April 1983, p.33]. As of the late April meetings of the boards, 554 daily newspapers had responded, and 90 percent were in favor of the plan.

However, the comments led the ANPA Executive Committee and the newspaper business working committee that developed the expanded system to make one slight modification in early April.

The committees determined that a chart illustrating the different SAU module sizes was perhaps being misinterpreted as a proposal that newspapers print only to a depth of 21 inches even if they are mechanically able to print deeper. The chart was revised to indicate that the printed depth of some newspapers is greater than 21 inches and that while all newspapers can accept 21-inch ads, longer papers may "float" these ads.

The committees said a few comments indicated some newspapers with a nine-column advertising format still want to use that format for retail ads while using the new six-column format called for in the plan for regional and national ads. The committees said this presented no problem because newspapers could design some pages in six-column and some in nine-column formats, or they could mix the two on the same page.

Adoption of the expanded SAU plan would be voluntary on the part of individual U.S. newspapers. It is hoped the plan would be implemented on July 1, 1984. ☐

BEST AVAILABLE COPY

ANPA opposes Advo-System on trademark of 'marriage mail'

ANPA will oppose a request by Advo-System Inc. that the direct-mail firm be granted a trademark on the words "marriage mail." The Association also will ask the U.S. Patent and Trademark Office to rescind Advo's trademark on the capital letters "TMC," commonly used as a shorthand method to describe total market coverage.

ANPA will argue that the terms are used generically in the newspaper and advertising industries and that Advo should not have exclusive rights to their use.

An Advo affiliate has had a trademark on the letters "TMC" since 1978. Advo recently was denied a trademark on the words "total market coverage" [presstime, April 1983, p. 35].

But in another recent case, Trademark Examiner Avis Frazier proposed that Advo-System Inc. be granted its application for trademark on "marriage mail." That term commonly refers to a system in which two or more advertising circulars are united in a single mail package. It is sometimes also called "shared mail."

Some newspapers provide marriage mail service as a way to reach nonsubscribers.

Frazier's recommendation will be published May 24 in the Patent and Trademark Office's weekly "Official Gazette" that lists trademark recommendations. Publication is followed by a 30-day public comment period.

If there is no objection, the trademark is approved. If there is opposition, the Trademark Trial and Appeal Board will hear the case. That board's decision can be appealed to the U.S. Court of Appeals for the Federal Circuit, a one-year-old court set up to handle disputes over some government agency decisions.

The Hartford, Conn.-based Advo-System is the largest direct-mail firm in the United States. ☐

More shoppers check papers' food ads

The use of newspapers by grocery shoppers is growing, according to a major research study recently released by the Newspaper Advertising Bureau.

The study found that the number of people who check newspaper food ads before going grocery shopping grew from 61 percent of those surveyed in 1977 to 71 percent last year.

CLOSE-UP ON TODAY'S FOOD MARKETING

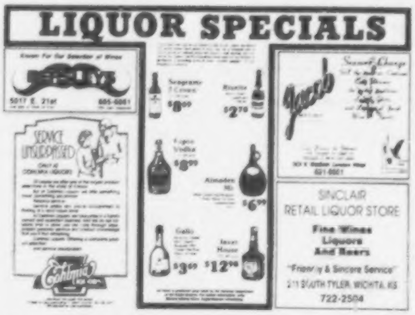
The use of coupons, most of which are distributed by newspapers [presstime, April 1983, p. 35], also is rising. It went from 71 percent of all grocery shoppers in 1981 to 74 percent in 1982, the study indicated.

"There's a new kind of customer stalking the aisles of America's supermarkets today, with a shopping list in one hand and a pocket calculator in the other," said Richard Neale, NAB vice president for food advertising. He said such customers are "concerned with both price and nutrition, and these concerns are directly reflected in their shopping habits." Shoppers are reading labels carefully and are buying more additive-free items, shunning salt, sugar and caffeine, for example.

Weight and fitness are important concerns, too. Neale noted that "many product categories have been expanded to include 'Lite' lines, and most retailers tell us that these new products have increased total category sales."

The study indicates retail food advertising in newspapers is expected to reach $1 billion in 1983. Wednesday is the heaviest food-ad day, with 73 percent of the food advertisers surveyed by NAB running ads on that day. Sunday is next in importance, used by 38 percent, and Thursday is third with 31 percent.

Copies of the 128-page study, "Close-Up on Today's Food Marketing," have been mailed to NAB-member newspapers. Additional copies are available for $5 to members and $25 to nonmembers from NAB, 485 Lexington Ave., New York, N.Y. 10017. ☐


LIQUOR SPECIALS

SERVICE UNSURPASSED

SINCLAIR
RETAIL LIQUOR STORE
Fine Wines
Liquors
And Beers
"Friendly & Sincere Service"
211 SOUTH TYLER, WICHITA, KS
722-2504

Kansas daily runs liquor prices free.

Prohibition ignored on liquor price ads

Despite state regulations that ban the practice, several Kansas newspapers are running ads that list liquor prices.

After five months of doing it, the newspapers have gotten both "pro and con" reactions from readers but little official attention, according to Peter B. Ridder, vice president and general manager of The Wichita Eagle-Beacon.

Ridder maintains that the regulations violate the right to commercial free speech. But so far, there has been no challenge to the newspapers' position in either the state Legislature or the courts.

The Kansas Press Association, many of whose members accept no liquor advertising, has taken no stand on the issue. ☐

Study documents decline in TV ads' effectiveness

Indications of a decline in the effectiveness of television advertising were summarized in a recent article in the Journal of Advertising Research by two officials of the Newspaper Advertising Bureau.

Leo Bogart, executive vice president and general manager, and Charles C. Lehman, vice president and manager of survey research, delved into three studies of television viewing that were conducted periodically between 1965 and 1981.

The studies found that over the 16-year period: viewer recall of commercials seen in the previous five minutes declined from 18 to 7 percent; the "clutter" of commercials carried weekly by the networks increased from 1,856 to 4,079 messages; the number of television watchers who were simultaneously doing something else grew from 28 to 40 percent. ☐

Seen as hazards, revenue sources

Newsrack growth brings local scrutiny

By Elise Burroughs
presstime staff writer

The itch on the part of local authorities to impose controls on newspaper vending machines dates back about 20 years, to when newspapers began replacing "honor boxes" with semiautomatic, coin-operated dispensers.

The disputes, which usually involve city, town or county governmental bodies, have waxed and waned over the years. But recently, newspapers in many markets have started beefing up their single-copy sales by adding more vending machines, and the new national daily, USA Today, has installed thousands of blue-and-white, pedestal-like dispensers across the country.

Paralleling the growth in newsracks has been a flurry of new regulations proposed in Minnesota, California, Florida, New Hampshire, Illinois and, most recently, New York. "They're popping up like crazy," says W. Terry Maguire, ANPA vice president/general counsel.

Robert L. Ballow, general counsel for the International Circulation Managers Association, says that requests for information about newsrack problems have become so frequent that his Nashville, Tenn., law firm, King, Ballow & Little has published a new, eight-page booklet, "Newsracks and The Law."

While the issue of newsrack ordinances has never been directly addressed by the U.S. Supreme Court, there is a considerable history of disputes decided in local, state and lower federal courts. Each of those cases is unique, but growing out of the mass of them have been some generally recognized rights and limits.

Communities have cited a number of different rationales for imposing regulations: Health or safety hazards, unsightliness and inconvenience are among them. Restrictions usually apply to whomever owns or maintains a newsrack, whether it is a newspaper or a distribution company.

Ballow says local officials' general irritation with the press frequently is an underlying reason for imposing controls, "even though on first blush, it doesn't appear that way."

In some cities, ordinances have been imposed as part of campaigns to rid the streets of newsracks containing sexually oriented publications, many with explicit front pages.

Revenue producer? Michael B. Kramer, manager of the Minnesota Newspaper Association, says he sees another source of interest in newsrack controls by municipalities in his state. "They see them as a new source of revenue," Kramer says.

An ordinance passed last year in Minneapolis required that each newsrack in the city be licensed at a cost of $10 for the first year of operation and $5 per year thereafter [presstime, Jan. 1983, p. 16]. On March 30, newspapers distributed in Minneapolis received a temporary restraining order from a county court preventing enforcement of the ordinance.

According to Ballow's "Newsracks and The Law," state courts differ on whether such fees are constitutional.

While the Arizona Supreme Court has ruled that a fee of $2 per newsrack is an unconstitutional license on the right to distribute printed material, a Michigan Circuit Court said "it would appear that a reasonable fee could be charged" to cover the costs of inspection to make sure newsrack locations are not endangering the public or interfering with traffic in and out of businesses.

Ballow says the cost of administering licenses and collecting fees generally is more than the revenue earned. "In most cases, it wouldn't pay to enforce it," he notes.

But in Missouri, where the St. Louis Globe-Democrat and St. Louis Post-Dispatch pay newsrack fees to several municipalities, including the city of St. Louis, the communities have maximized efficient administration by jointly hiring a company to handle the billing. Fees range as high as $10 per year per rack and cost the newspapers $30,000-$35,000 annually.

In addition to annual license fees, newsrack ordinances can involve other costs. For example, the Minneapolis ordinance now under court injunction would require submission of plans for each box and approval of its location.

The Minneapolis Star and Tribune has estimated that the cost of bringing its 450 newsracks into compliance with that city's ordinance would be $11,115 the first year and $2,400 each succeeding year. MNA's Kramer reports that some of the free-distri-

Newspaper purchaser chooses from an array of newsracks in Washington, D.C.

bution publications circulated in Minneapolis through boxes could not afford to comply with those requirements.

Constitutional challenges. When newsrack disputes arise, newspapers often are able to work out compromises with the local governments involved. Many communities have recognized that newspapers have First Amendment rights that preclude regulation of content—even when it is sexually explicit—and that guarantee dissemination of the news on sidewalks and in other public areas.

However, over the years, local authorities have successfully argued in a number of courts that they may impose restrictions designed to protect public health and safety by regulating the size, use and placement of newsracks.

Such regulations must be "precisely and narrowly drawn to deal with the specific danger feared by the city," according to the ICMA Legal Manual. Another ICMA publication, *Newspaper Circulation Management Training*, urges newspapers or their distributors to carry liability insurance to cover accidents involving newsracks.

Some ordinances have been found to be unconstitutionally vague or to leave too much discretionary power in the hands of local officials. In such cases, courts have struck down the ordinances or have ordered their revision.

"The newspaper business has accepted some minimal degree of government interest in newsracks, but because of strong First Amendment interest in unregulated distribution of newspapers, that governmental interest should be limited to health and safety issues," ANPA's Maguire says.

Yet municipalities have successfully regulated one other aspect of newsracks—their appearance. While some ordinances merely specify that racks be clean, neatly painted and in good repair, others specify color and design.

Communities use a variety of methods for dealing with newsracks that authorities find offensive. The most common is simply to send public employees out to pick them up.

"We've even had situations where the mayor would get a truck and go out and collect the newracks—that's not unusual," Ballow says.

Courts have ruled in a number of instances that such seizures are illegal in two ways: They violate due process by depriving a newspaper of property without a hearing, and they violate the public's First Amendment right to access to news.

In one case, the California Supreme Court ruled that unless a newsrack poses a danger to pedestrians or vehicles, a municipality may not seize it unless "its owner has been given prior notice of the seizure and a chance to either cure the violation or contest it in an informal administrative forum."

As an alternative to removing racks, the court said, "a municipality may impose lesser sanctions, such as fines, to encourage compliance with the municipality's reasonable time, place and manner regulations."

Despite this ruling and others similar to it, municipalities continue to strike without warning, imposing new regulations or seizing newsracks.

And governmental bodies are not the only ones that sometimes object to newsracks. Private-property owners, such as stores and airport management firms, also have restricted or even banned newsracks. In cases that do not involve publicly owned facilities or governmental restrictions, the First Amendment carries less weight, and newspapers must negotiate directly with private owners and managers to work out acceptable rack procedures.

The USA Today factor. In addition to the traditional newsrack disputes, there is a new newspaper-distribution axiom mentioned by some newspaper and state press association officials: Where USA Today goes, newsrack disputes often follow.

Gannett Co. Inc. officials acknowledge that their distinctive, TV-like boxes—nearly 60,000 of which have been installed in 15 major markets—seem automatically to trigger interest in official circles. In many of those markets, complaints about newsracks and proposed restrictions have surfaced. Once cities train their sights on USA Today, other newspapers usually come under scrutiny, too.

In some cases, newspapers have consistently taken the position that they will challenge ordinances in court. The threat of spending thousands of dollars defending ordinances has been enough to mute restrictions in some Florida communities, according to David T. Fluker, circulation director of the St. Petersburg Times and Evening Independent.

But in other cases, both USA Today and local dailies have tried to comply with local ordinances, or at least to work out compromises.

For example, Gannett has abandoned its usual vending boxes in some Southern California communities and installed USA Today newsracks that conform to required colors and designs.

Gannett, some of whose local dailies also emphasize street sales, has run afoul of local ordinances frequently in the past. Based on that experience, before setting up any USA Today boxes, the company checks with government officials to see if there are any ordinances covering newsracks. Even that approach, however, is not problem-free.

In Everett, Wash., for example, Gannett's inquiry put city officials "between a rock and a hard place," notes James G. Gregory, circulation director for the local daily, The Herald, owned by The Washington Post Co.

An Everett ordinance prohibits newsracks from blocking sidewalks "in any way," wording so vague that it could be interpreted as a ban on sidewalk boxes altogether. But the ordinance, which was designed to protect the city from liability in case of an accident involving a newsrack, is not enforced, says Gregory. Other newspapers routinely place their vending boxes on sidewalks.

After a story in the The Herald pointed this out, USA Today joined the ranks of newspaper boxes on Everett sidewalks. ☐

ABC makes revisions in coupon verification

The Audit Bureau of Circulation has implemented changes in the Coupon Distribution Verification Service [presstime, Aug. 1982, p. 27].

As a result of the change, the service is now open to all ABC-member newspapers. Previously, only newspapers with circulations greater than 100,000, or newspapers in markets where there was a newspaper with a circulation greater than 100,000, could participate.

Also, annual fees paid by advertisers and ad agencies have been reduced, and newspapers now pay the cost of verification rather than an annual fee based on circulation. ☐

ANPA/NAB publishers urged to help resolve ABC issues

Formation of a committee of publishers representing ANPA and the Newspaper Advertising Bureau to meet regularly with the Audit Bureau of Circulations has been suggested as one way to achieve a consensus on ABC procedures.

The proposal for the committee was one result of an April 5 meeting between a joint ANPA-NAB Task Force and representatives from seven newspaper business organizations, including the ABC [presstime, April 1983, p. 19].

"There was unanimous agreement that a joint ANPA/NAB committee chaired by an ANPA/NAB director should meet with ABC directors periodically to provide industry input to the ABC board in its deliberations," according to a statement by John B. Lake of the St. Petersburg (Fla.) Times and Evening Independent, chairman of the Task Force, and Sam D. Kennedy of The Daily Herald in Columbia, Tenn., chairman of the ABC Newspaper Committee and an ABC director.

"The group also recognized that on many issues affecting the newspaper industry it is difficult for ABC to obtain a consensus, and urged the committee to also assist ABC in communicating with publishers concerning these issues," they added.

Publishers, advertising executives and marketing experts have over the years urged a number of changes in ABC rules and procedures. Some of those proposals, designed to accommodate newspapers' marketing efforts and to give new information to advertisers, have been supported by advertising and ad agency directors on ABC's 33-member, tripartite board of directors.

But historically the ABC has received mixed messages from its newspaper members on whether such innovations should be adopted.

"The problem for ABC has been (that) what one publisher wants, another doesn't," explained Grover J. Friend of the Bucks County (Pa.) Courier Times, an ABC director.

The lack of consensus has left the ABC unable to meet requests from advertisers for information in a number of areas. As a result, other companies have started providing data, such as verification of unpaid circulation, not available from the ABC.

Some newspaper business executives believe the situation not only has limited the ABC but also has cost newspapers ad revenue. "I feel we've lost a lot of advertising because they (advertisers) couldn't get what (data) they wanted," said William G. Boykin, executive director of the Inland Daily Press Association.

The ABC's annual membership meetings, where newspapers are supposed to give their views to the ABC's eight newspaper directors, have reflected both the diversity of opinion in the newspaper business and an apparent lack of interest in ABC activities.

Sam D. Kennedy

Grover J. Friend

Many publishers do not send representatives to the meetings and instead cast their votes through proxies. For example, Inland's Boykin annually carries from 50 to 150 newspaper proxies to the meetings.

Differing views among publishers also have been complicated by another factor: Many publishers historically have left ABC matters to their circulation directors, who usually are responsible for complying with ABC audit procedures.

"There are times when I neglect to read everything sent to us by ABC," said Rhea T. Eskew of Multimedia Inc. in Greenville, S.C., president of the Southern Newspaper Publishers Association and an attendee at the April 5 meeting. "What I have done too frequently is pass them on to someone else."

Executives note that circulation directors often are under intense pressure to keep costs down. In some cases, this has made them reluctant to support new ABC procedures that would satisfy the needs of the advertising department while adding to circulation expense.

The circulation department "is just now starting to pick up on some of the things" marketers advocate, said Charles B. Harriman of the Houston Chronicle, who attended the April 5 meeting in his capacity as president of the International Circulation Managers Association.

Lake said a working-group approach to specific issues, such as reporting circulation by ZIP Code, could result in a consensus similar to that reached on the need for the voluntary Standardized Advertising Unit system.

In a recent ABC survey of 550 daily newspapers, 72 percent favored ZIP Code breakdowns in future ABC audits.

Another ABC survey, which elicited responses from 717 daily and 151 weekly newspapers, found 59 percent supported a tentatively approved change in reporting bulk sales [presstime, March 1983, p. 39].

However, sizeable minorities—30 percent of the dailies and 20 percent of the weeklies—opposed any change in bulk sales reporting. Among Canadian newspapers, a majority opposed the bulk-sales rules change.

Several of the publishers at the April 5 meeting, while supporting the joint committee idea, predicted that there will be no quick resolution of ABC controversies such as those concerning ZIP Code reporting, auditing unpaid circulation, providing audience data, bulk sales and promoting coupon values in newspaper advertisements. "Things won't happen overnight," said William F. Lucey Jr. of the Lawrence (Mass.) Eagle-Tribune, president of the New England Newspaper Association.

Many of the meeting attendees said they came away with a new appreciation of the importance of the ABC and of the problems it faces in trying to update its rules and procedures to meet the needs of publishers and advertisers.

In addition to ANPA, NAB, ABC, ICMA, SNPA, Inland and NENA, attendees at the New York City meeting represented the International Newspaper Promotion Association and the International Newspaper Advertising and Marketing Executives. ☐

Revision would affect ABC combined-sales rule

The Audit Bureau of Circulations has tentatively approved a revision in the rule governing two or more newspapers sold in combination.

The revision requires that in order for combination sales to be counted as paid circulation, newspapers must give subscribers a choice of subscribing separately, in combination or not at all to the publications involved. It also requires that all the publications sold in combination belong to the ABC.

ABC Vice President of Communications Charles O. Bennett said the proposed revision constitutes an amendment to the existing rule on combination sales, which newspapers must continue to follow.

Under that rule, companies that sell newspapers in combination may count such sales from all the papers as paid circulation if:

- At least half of the annual subscription price for the combined papers is paid by the subscriber.
- The subscription price for the combination is at least the basic price of the top-priced newspaper plus a minimum of 30 percent of the basic price of each of the other papers.

Bennett said the change, which will be acted upon by ABC directors at their June meeting, would affect about half a dozen daily newspapers. One of those is the Arkansas Democrat in Little Rock.

The Democrat (morning, circulation 67,628) owns The Sentinel-Record in Hot Springs (morning, 19,356), and Hot Springs subscribers have been forced to buy the Sunday Democrat along with the Sunday Sentinel-Record "since 1975 or '76," according to Democrat Publisher Walter E. Hussman Jr.

As of Sept. 30, the Democrat will offer Hot Springs subscribers a choice of keeping or dropping the Sunday Democrat.

Also, the Hot Springs daily, which is not a member of ABC, has applied for membership.

1982 Safe Driving Campaign has lowest-ever accident rate

Twenty-one U.S. and Canadian daily newspapers have been honored for compiling the best safety records for newspaper delivery vehicles in 1982.

The Annual Safe Driving Campaign awards are presented by ANPA and the International Circulation Managers Association to the three newspapers with the best safety records in each of seven divisions. Certificates of merit are awarded to participating newspapers that complete the year without a reportable accident.

The 598 newspapers participating in the 1982 campaign operated 11,557 vehicles a total of 266,298,601 miles and achieved an accident rate of 1.32 per 100,000 miles—the lowest accident rate since the program began in 1941.

During the 42-year history of the campaign, participating newspapers have recorded more than 7.2 billion miles of driving and experienced an accident rate of only 1.76 per 100,000 miles.

Besides reducing fatalities and injuries, reducing insurance premiums for newspaper-delivery vehicles is a goal of the ANPA/ICMA campaign [presstime, May 1982, p. 48]. 1982 winners were:

Richmond (Va.) Newspapers Inc.

Many newspapers have safe-driving training sessions for drivers.

Private carrier division

Group A: newspapers with daily circulation up to 20,000: 54 newspapers operated 252 vehicles 4,937,860 miles with 68 accidents

- First place: **Agana (Guam) Pacific Daily News** operated 18 vehicles 205,205 miles without an accident
- Second Place: **Ironwood (Mich.) Daily Globe** operated three vehicles 116,660 miles without an accident
- Third place: **Alpena (Mich.) News** operated three vehicles 110,814 miles without an accident

Group B: newspapers with daily circulation 20,001 to 50,000: 120 newspapers operated 878 vehicles 16,230,510 miles with 294 accidents

- First place: **Spartanburg (S.C.) Herald and Journal** operated 10 vehicles 214,284 miles without an accident
- Second place: **Oil City (Pa.) Derrick and News-Herald** operated seven vehicles 135,624 miles without an accident
- Third place: **York (Pa.) Daily Record** operated five vehicles 124,291 miles without an accident

Group C: newspapers with daily circulation 50,001 to 100,000: 72 newspapers operated 703 vehicles 15,818,842 miles with 360 accidents

- First place: **Lansing (Mich.) State Journal** operated five vehicles 148,382 miles without an accident
- Second place: **Lubbock (Texas) Avalanche-Journal** operated 20 vehicles 899,039 miles with one accident
- Third place: **Cocoa (Fla.) Today** operated 24 vehicles 470,973 miles with two accidents

Group D: newspapers with daily circulation in excess of 100,000: 198 newspapers operated 5,909 vehicles 133,798,439 miles with 2,589 accidents

- First place: **Toronto (Ontario) Globe and Mail** operated 15 vehicles 622,314 miles without an accident
- Second place: **Greenville (S.C.) News and Piedmont** operated two vehicles 18,252 miles without an accident
- Third place: **Charleston (W.Va.) Gazette and Daily Mail** operated 15 vehicles 760,788 miles with one accident

Contract carrier division

Group A: newspapers with daily circulation up to 25,000: 68 newspapers operated 1,007 vehicles 24,065,565 miles with 35 accidents

- First place: **Hammond (La.) Daily Star** operated 32 vehicles 648,378 miles without an accident
- Second place: **Geneva (N.Y.) Finger Lakes Times** operated 33 vehicles 610,697 miles without an accident
- Third place: **El Cajon (Calif.) Daily Californian** operated 33 vehicles 593,484 miles without an accident

Group B: newspapers with daily circulation 25,001 to 100,000: 93 newspapers operated 1,933 vehicles 40,364,072 miles with 46 accidents

- First place: **Rockford (Ill.) Register Star** operated 101 vehicles 2,384,992 miles without an accident
- Second place: **Saginaw (Mich.) News** operated 80 vehicles 2,024,570 miles without an accident
- Third place: **Salisbury (Md.) Daily Times** operated 69 vehicles 1,839,924 miles without an accident

Group C: newspapers with daily circulation in excess of 100,000: 36 newspapers operated 875 vehicles 31,083,313 miles with 110 accidents

- First place: **Tulsa (Okla.) World and Tribune** operated 148 vehicles 2,874,856 miles without an accident
- Second Place: **Quebec (P.Q.) Le Soleil** operated 16 vehicles 258,264 miles without an accident
- Third place: **San Diego Union and Tribune** operated 94 vehicles 6,400,000 miles with five accidents

Hiring relatives can be controversial

By Clark Newsom
presstime labor writer

Remember the days when the job applications you used to fill out always asked whether you had a relative working at the company to which you were applying? You always thought if only you could put Uncle Harry's name down, you'd get the nod over your competitors.

Well, at some newspapers today, that would be the kiss of death.

Although the majority of newspapers still permit the hiring of relatives, some have adopted anti-nepotism policies. And both sides can muster good-personnel-practices reasons for their actions.

A late-1981 survey by the ANPA Labor and Personnel Relations Department revealed that 61.9 percent of the 533 responding newspaper companies permit the hiring of relatives.

But ANPA Manager/Personnel Relations Patricia P. Renfroe explains that because there is no base survey to compare with the 1981 survey, "there really is no way to say whether the trend is either for or against nepotism in the newspaper business."

Reflective of the lack of a discernible trend is the policy of Gannett Co. Inc., which leaves the decision on hiring relatives up to each of its individual 87 newspapers.

"It's a complex issue," Renfroe says. "If a newspaper has an anti-nepotism policy, then in dual-career families the woman may be the most likely person to suffer. If, however, the paper does hire relatives, this could result in some form of racial discrimination if relatives are given preferential treatment."

James P. Spangler, personnel director of The Wichita (Kan.) Eagle-Beacon, observes that "historically, our business has encouraged the hiring of wives, husbands, brothers and sisters of current employees." In the past, he notes, newspapers expanding their work forces often were short of well-qualified applicants.

"But times are different now," Spangler adds. "We've tightened up our hiring practices. We hire very selectively. But we don't want to preclude the hiring of an otherwise well-qualified applicant simply because that person is a relative of an employee."

For example, Deborah J. Ellsworth, the promotion manager of the Eagle-Beacon, is the wife of News Editor Dennis L. Ellsworth. She was hired after her husband began working on the paper's city desk.

Sharing career goals is one of the benefits of spouses working for the same paper, says Dennis Ellsworth. "We want to see the newspaper succeed, and we both contribute to its success," he says.

Deborah Ellsworth notes that with a background in newspaper advertising and promotion, the relationship "allows me more insight into how the news side works. I can understand his problems more easily."

The couple says that one disadvantage is that their conversations tend to revolve around the newspaper.

Sometimes, the number of such working couples at a newspaper can be surprisingly high. The Dallas Times Herald recently spotlighted the careers of seven working couples at the newspaper.

Still, many newspapers have a ban against the hiring of not only husband-wife

Few newspapers provide for needs

By Virginia Tadie

Dual-career families. Rarely heard 10 years ago, the term now is widely used to describe the 25 million two-paycheck families in the United States that outnumber single-income households by 2-to-1.

The changes in the work force over the last four decades are startling. According to government statistics, in 1940 only 8.6 percent of mothers with children under 18 years of age were employed outside the home. The U.S. Department of Labor reports that by March 1982, that figure had climbed to 58.5 percent.

The dilemmas confronted by workers combining careers and family cannot be ignored by employers. Studies demonstrate that two-paycheck-family problems affect recruiting, morale, productivity, turnover, absenteeism, stress and accidents on the job—in short, corporate profits.

The 1980 White House Conference on Families urged the private sector to initiate family-oriented benefits and services. But progress has been slow. The number of companies offering comprehensive services to dual-career families is small.

Where does the newspaper industry stand?

According to Harry T. Whitin, director of employee relations for the Worcester (Mass.) Telegram and Gazette, "Newspapers have always trailed behind banking, insurance and even other manufacturers. Responding to the needs of dual-career families, at least for the time, is just one more area where this is true."

Keith A. Clayborne, corporate director of employee relations for The New York Times, says, "Employers *must* address dual-career family concerns. It is simply a matter of deciding when, how and to what magnitude they will become involved."

Michael L. Meece, personnel manager of the Bloomington (Ill.) Daily Pantagraph, concurs. "Companies must constantly evaluate alternatives and be flexible, innovative and creative in developing and providing options to employees," he says.

Not all newspaper executives believe that modifying traditional practices to accommodate working families is appropriate. Those that do have few models within the industry to emulate.

Data collected in a late-1981 ANPA Labor and Personnel Relations Department survey on personnel policies tend to confirm Whitin's views, but some efforts are being made.

One bright spot is in offering flexible hours. Of the 543 responding newspaper companies, 16.6 percent offered "flextime" to employees.

A much smaller percentage of newspaper companies allow job-sharing—that is,

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teams but all relatives.

The South Bend (Ind.) Tribune, one of the first newspapers to have a personnel department [presstime, March 1981, p. 5], also was one of the first newspapers to ban the hiring of close relatives.

The Tribune policy excludes from full-time employment the spouse, brothers, sisters, sons, daughters or parents of current employees. However, they may be considered for temporary or part-time jobs in departments other than those in which the relative has supervisory responsibilities, notes James L. McLaughlin, director of personnel and community relations.

Also, in-laws, aunts, uncles, nephews, nieces and cousins can be hired to fill full-time jobs in departments other than those in which the relative works.

In fact, there is nearly universal agreement among personnel specialists that one relative should not supervise another.

Changing policies. In the past few years, several newspapers have either amended or established new policies on the issue of nepotism.

The Seattle Times instituted a formal policy regarding the hiring of relatives "to avoid business-related conflicts of interest, and to avoid the reality or appearance of improper influence or favor," says Personnel Manager Thomas C. Bryan.

The policy provides that relatives may not be hired where the employee and the relative would be in a direct or indirect supervisor/subordinate relationship, or where the employee and relative would be so situated that, as a practical matter, one would be able to favorably influence the other's conditions of employment.

"The policy does not negate the employment or retention of spouses or close relatives," Bryan notes. "The most dramatic outcome would be the transfer of an employee if a marriage occurred between two employees, resulting in a direct conflict with one of the provisions of the policy."

The St. Petersburg (Fla.) Times and Evening Independent eliminated one facet of the newspapers' longstanding anti-nepotism policy that required that when two employees marry, one must leave the company at the end of the calendar year.

Personnel Manager Allen R. Dwyer says that now, if employees marry, neither must

of employees with dual-career family obligations

allowing two or more employees to share one full-time position. Only 3.8 percent of the respondents did so.

According to Richard Ching, controller for The Casa Grande (Ariz.) Daily Dispatch, using flextime and job-sharing to meet the company's production schedule has helped assure full-time shifts for employees and eliminate excessive overtime.

Part-time positions, which are often viable alternatives for the working parent, are gaining in popularity at such papers as Newsday of Long Island, N.Y., and the Richmond (Va.) Times-Dispatch and News Leader. This may be partially attributable to the cost-savings to the company from using part-time workers.

Most newspapers offer some form of maternity leave, but only 1.7 percent of the ANPA survey respondents granted paternity leave. The Newspaper Guild and other unions are beginning to negotiate for paternity leave. Approximately 7 percent of the 197 white-collar contracts on file at ANPA have provisions for paid or unpaid paternity leave.

Bob Luckey, Newsday

Newsday Purchasing Agent Larry Happes gives three-year-old daughter Sandi a goodbye hug at child care center that the newspaper helped fund.

James D. Boswell, vice president of employee relations for the Los Angeles Times, says that because of the mix of the newspaper's employees and its location, the Times is moving toward initiating a company-operated day-care center.

There are 212 such centers in existence, according to Hewitt Associates, a Lincolnshire, Ill.-based consulting firm that specializes in human resource functions. Slightly more than 400 companies provide other day-care assistance for employees.

Newsday, recognizing a scarcity of day-care facilities, contributed seed money to help start one. According to Director of Employee Relations Daniel V. Mannix, Newsday employees are given preference.

Many employers, responsive to the needs of working parents, have formal or informal programs allowing sick leave for child illnesses.

At The Columbian of Vancouver, Wash., employees are given 27 paid leave days annually which include sick, vacation and holiday leave. According to Sara Brown, vice president of human resources, how an individual chooses to use these days is entirely a personal matter—no explanations are necessary.

Newsday allows four paid personal days that are often used in this capacity. As in the case of paternity leave, more and more unions have negotiated similar allowances.

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leave "provided these spouses do not hold positions within a department where potentials for conflict are judged by their supervisors to be inherent."

The Rocky Mountain News of Denver doesn't hire relatives, "but we don't make them leave if they get married," says Personnel Director Andrew J. Martelon.

"One spouse cannot supervise the other," says Martelon, although "we would allow them to work in the same department if it is determined there would be no conflict."

The Arizona Republic and The Phoenix Gazette recently changed "a 46-year-old policy of encouraging relatives to work here," says Director of Employee Relations Eldon A. Case. "We have one family with at least six blood relatives working full-time. Now, we will not hire a relative unless that person is head and shoulders above other applicants."

Mike Hutmacher, The Wichita Eagle-Beacon

The Ellsworths of The Wichita Eagle-Beacon

The new policy states the company does not "encourage" the full-time employment of relations of employees. "Immediate family members (by blood or marriage) shall not be employed within the same division or work group," the policy states. "This is especially true where there would be a direct supervisory relationship between relatives. No exceptions will be made without the clear approval of the publisher."

One of the reasons for the change, Case says, is that "every time you discipline one you make two or three mad."

Regarding marriage of current employees, "We wouldn't do anything unless one was the supervisor of the other," he says. "Then there would be a transfer."

Husbands, wives or close relatives of employees of the Greensboro (N.C.) Daily News and The Greensboro Record cannot be hired, according to Personnel Director Barclay J. Burks.

"However," he says, "if two employees are married while they are employed, both may continue to work for the company. The intention is to avoid situations in which husband and wife work for the same supervisor or in the same department. Under no circumstances may an employee supervise a relative. With the approval of the department head and publisher, employees who marry may continue to work in the same department."

At least one newspaper is addressing the "problem" of employees living together without being married. The personnel manager at the newspaper requests anonymity because the policy has not yet been established. "We feel 'live-ins' have the same responsibility to let their supervisors know of the arrangement as do people who get married."

Legal aspects. The issue of nepotism touches the sensitive area of discrimination in employment. The Civil Rights Act of 1964 created the Equal Employment Opportunity Commission and brought a flood of regulations designed to eliminate discriminatory employment policies.

The Wichita Eagle-Beacon's Spangler notes that in the old days, in some mechanical departments, being related to an already employed journeyman was the only ticket to an apprenticeship. Restricting hiring to "sons of fathers" has been outlawed by the courts.

In 1974, the U.S. Supreme Court, in *Harper v. TWA*, upheld a rule prohibiting the employment of married couples in the same department. The rule required that in the event of marriage by two employees in the same department, one would have to leave the department by resignation or transfer. When one couple refused to make a choice of which would leave, the company dismissed the spouse with the least seniority.

The high court found that the rule was nondiscriminatory and based on a sound business practice of avoiding work conflicts. The court noted that the rule was administered consistently and in good faith.

In 1977, the 7th U.S. Circuit Court of Appeals upheld a no-spouse rule in *Yuhas v. Libbey-Owens-Ford*. A woman rejected for employment because her husband was already employed filed a sex discrimination suit.

The appellate court held that the rule was lawfully based on business-related factors. It noted, among other things, that a grievance between one spouse and the employer could affect the work performance of the other spouse. The Supreme Court declined to review the decision.

While some newspapers have eased restrictions on the employment of spouses, one Midwestern newspaper says it will continue to enforce its no-spouse rule. If employees of the Quad-City Times of Davenport, Iowa, marry, one must resign, says Personnel Director Fred B. Hunt Jr. The newspaper does not designate the person who leaves.

Hunt says the policy has survived several legal challenges since it was enacted in 1971. "We've lost a few good people, I'm sure," he says, "but the cons (of allowing married couples to work) far outweigh the pros." He cites such problems as vacation scheduling and married couples who want to work the same hours.

While federal courts have held that a no-spouse rule is legal so long as it is exercised equally against husband and wife, Wichita's Spangler suggests that any newspaper considering a no-spouse rule should review city and state anti-discrimination laws.

"By not making a decision concerning the hiring of spouses or immediate family you are, in effect, endorsing a policy of hiring relatives," Spangler says. ☐

Guild and ITU repair merger while GAIU and IPGCU proceed

Four different newspaper unions are moving closer to merging into two different North American unions.

After a three-month period of uncertainty, officials of the International Typographical Union and The Newspaper Guild in April revived their merger plans. And in late April, the Graphic Arts International Union and the International Printing and Graphic Communications Union mailed ballots to members on whether to merge.

Guild President Charles A. Perlik Jr. and ITU President Joe Bingel said their unions' new merger agreement "repairs defects" in an earlier one that was withdrawn from the unions' ratification processes after it was criticized as financially unsound [presstime, Feb. 1983, p. 38].

The new union would be known as the Media Workers International Union rather than the Media Employees International Union as proposed in the first agreement.

A conservative projection of membership for income-planning purposes during the first year is based on 27,500 full-time Guild members (most of them newspaper employees) and 38,600 full-time ITU members (about 27,000 of them newspaper employees). Including part-time workers, the union would have about 70,000 members.

A detailed description and explanation of changes from the previous draft were being prepared in late April for distribution to both memberships.

The merger document was expected to be approved by the Guild's International Executive Board during its regular spring meeting in Washington, D.C., in late April.

If ratified by the Guild board, the proposal will be considered during the Guild's annual convention in Cleveland June 27-July 1 and during the ITU's annual convention in San Francisco Aug. 6-12.

Following approval by the conventions, members of both unions would vote in September. With a favorable vote, the merger would become effective at a founding convention early next year.

GAIU-IPGCU. The proposed GAIU-IPGCU merger is on a faster track. Ballots will be tallied June 8, and an affirmative vote—most observers believe that is the likely outcome—would create a merged Graphic Communications International Union, possibly as early as July 1 [presstime, April 1983, p. 49].

The president of the merged union of slightly more than 200,000 members would be GAIU President Kenneth J. Brown. The union would represent about 24,000 employees at newspapers, mostly pressmen, paper handlers and photoengravers.

IPGCU President Sol Fishko would become president emeritus of the new union.

The proposed merger has the unanimous approval of the unions' two governing bodies. Officers of both unions have been conducting a cross-continent campaign in the United States and Canada to sell the merger to local union members.

William B. DeCelles, secretary of San Francisco Newspaper Printing Pressmen's Union No. 4 (IPGCU), told presstime he expects the merger will go through "with no problem." He noted that it has been unanimously endorsed by the officers of the IPGCU's North American conferences—four groups representing the principal divisions of work within the union. With 657 dues-paying members, the San Francisco local is one of the largest in the IPGCU.

Keith R. Fuller, director of employee relations and operations at McClatchy Newspapers in Sacramento, Calif., said the merger "is probably the best move for both of the unions because it will allow them a greater ability to coordinate their organizing and bargaining efforts in commercial and newspaper areas."

Fuller, who is vice chairman of the ANPA Labor and Personnel Relations Committee, added that the GAIU "has had an aggressive, confident leadership, which may spur changes that will not necessarily be to the advantage of newspaper publishers."

ANPA Vice President/Human Resources Roy W. Anderson noted that with a merger the influence of the GAIU may be felt at newspapers where that union has not been active before.

"If the merger goes through, as reports indicate that it will, we would have a union with not only increased bargaining strength but also expansion power," he said. "The new union would eliminate the competition for membership that has existed in the past and allow a utilization of resources for other activities such as organization and training."

Under the merged union's proposed constitution, the GCIU would claim jurisdiction over all jobs in the printing industry.

Such jurisdictional claims are not unusual in union constitutions of recent date. For example, the ITU's constitution proclaims the union's jurisdiction as including "all branches of the graphic arts, news and advertising media and communications industry. . . ."

Under AFL-CIO rules, the new Graphic Communications International Union could not "raid" employees already represented by another AFL-CIO union, such as the ITU and the Guild. ☐

GAIU's Brown (left) and IPGCU's Fishko discuss merger.

Labor agreements reflect concerns over VDTs

More contract clauses covering the operation of video display terminals are creeping into labor agreements.

The language reflects the various ways newspapers and unions have negotiated over some of the work-place concerns that have arisen since the introduction of VDTs in the newspaper business.

A provision that employees have company-paid eye examinations prior to their regular assignment on VDTs now appears in 14 of 1,400 labor agreements on file in the ANPA Labor and Personnel Relations Department. Most of the provisions affecting VDT use are found in the 197 of those contracts that cover white-collar employees.

For example, an agreement between The Plain Dealer of Cleveland and a local of The Newspaper Guild, covering editorial employees, states that the newspaper "shall provide for and pay the cost of an ophthalmological examination every two years for each employee whose job duties require regular use of VDTs. The initial examination shall be carried out before the employee begins such electronic work and results of initial and subsequent examination shall be furnished to the publisher for inclusion in the employee's personnel file."

Ten agreements provide that if an employee is required by a doctor to wear special glasses for the sole purpose of working on a VDT, the newspaper will pay for them.

Reference to improved working conditions, such as providing glare shields, is contained in 13 contracts, six of them with Guild locals in California.

One agreement between an independent union and The Boston Globe states that the newspaper "will make every effort to provide a safe and comfortable environment. This will include heat, light, ventilation and furniture."

A Guild contract at the Akron (Ohio) Beacon Journal states that the newspaper will provide "in accordance with the state of the art and where feasible, upon the request of a VDT operator, glare shields, hoods to install over screens to shield from direct or reflected light, VDT brightness and contrast controls, adjustable chairs and devices for controlling keyboard height and screen height."

Fourteen newspapers have agreed contractually to establish VDT safety committees.

For example, a provision in the Guild agreement at The Sacramento (Calif.) Union states that a committee of the Guild's choosing "shall meet and confer with representatives of the publisher to discuss and recommend proper environment for video display terminals, or similar equipment, such as lighting, glare, height of VDT in relation to user and other questions related to healthful and safe use of VDTs. This committee shall be provided at reasonable times with results of available tests for the purpose of determining whether VDTs are posing potentially unhealthy or unsafe working conditions."

Fifteen agreements, seven of them in California, provide that VDTs will be tested periodically for safety.

Five contracts provide for training programs for employees assigned to VDT work.

And six agreements refer either in basic language or in side agreements to work breaks for VDT users [presstime, April 1982, p. 36].

ANPA Vice President/Human Resources Roy W. Anderson noted at an ANPA-sponsored safety and health symposium in San Francisco in late March that employees have been informed by various publications that certain hazards may be attendant to the use of VDTs. "The unions have emphasized these points in their demand for language at the bargaining table, and management finds the burden of proof a challenge as long as areas for doubt can be found," he said. ☐

Guild given jurisdiction over cable news

The Lexington (Ky.) Herald-Leader and Local 229 of The Newspaper Guild have reached an agreement on the union's representation of editorial employees working on the company's TelePress cable experiment. The union agreed to withdraw its grievance, and the company recognized the union as bargaining agent for the cable editors and clerks who condense stories from the newspaper and wire services.

The settlement headed off an arbitration proceeding in the case [presstime, Oct. 1982, p. 9].

Philip C. Eaton, the newspaper's vice president/director of operations, said the company decided to settle because the issue was "not important enough to continue litigation." He noted that only three full-time employees and one part-timer were involved in the experimental project.

Eaton said the settlement has no implications for other publishers because no arbitration award was made. "We don't view it as a pattern," he said. "Every operation has to be decided on its own merits, procedures and how they do things."

He noted that a regional director of the National Labor Relations Board recently ruled that employees of a Providence (R.I.) Journal Co. subsidiary who produce electronic information for cable television are not part of a Guild bargaining unit at The Providence Journal and The Evening Bulletin [presstime, Nov. 1982, p. 35].

"The Guild is sure to attempt to exploit this as a major victory," said Charles Cole, ANPA manager/labor relations. "However, one must remember that an agreement at one newspaper is not binding on any other newspaper."

Richard J. Ramsey, executive secretary of the Guild's contracts committee, said the Lexington case will be helpful to other locals where the union's jurisdiction is challenged. "It clearly applies to employees who use the paper's news files," he said.

The Herald-Leader and the Guild are now in negotiations for a new labor agreement to succeed one that expired May 31, 1982. ☐

NLRB drops subpoena efforts

The National Labor Relations Board has dropped its efforts to force the business editor of the Charleston (W.Va.) Daily Mail to testify before the board over a case she covered involving the closing of a coal mine [presstime, Feb. 1983, p. 15].

The NLRB notified Business Editor Johanna Maurice and the newspaper that attorneys for the board had decided not to use subpoena enforcement proceedings against her. ☐

Deliverer loses wage-hour suit

A federal judge has dismissed a suit brought by an independent contractor who alleged that The Florida Times-Union of Jacksonville owed unpaid minimum wages and overtime pay.

U.S. District Judge Howell W. Melton found that the work performed by Sally M. Brannan—delivering newspapers "to the consumer or subscriber"—is work specifically exempt from Fair Labor Standards Act coverage.

He also noted that the U.S. Labor Department's Wage and Hour Division promulgated a rule that exempts carriers "engaged in the delivery of newspapers to the consumer."

Brannan was joined in the suit by her husband, who worked for her. "Because plaintiffs are specifically exempted from the coverage of the law under which they seek relief, they have no cause of action here," the judge ruled.

The Brannans had charged that the company "failed to make, keep and preserve adequate and accurate records of their employees and of the wages, hours and other conditions and practices of employment."

(Brannan v. Florida Publishing Co., USDC Middle Dist. Fla., Jacksonville Div., Case No. 82-1103-Civ.-J-M)

Unions appeal dismissal of pension fund lawsuit

The Washington-Baltimore Newspaper Guild and four other unions are appealing a federal judge's dismissal of their suit alleging that Time Inc. improperly amended an employee benefits trust agreement shortly before it closed The Washington Star in 1981.

The suit charged Time with "seeking to siphon off" assets from the trust fund through which retired employees are paid benefits.

U.S. District Judge Barrington D. Parker ruled in Washington, D.C., last January that Time was entitled to retain $4 million in surplus pension funds [presstime, Feb. 1983, p. 36].

The unions' appeal is before the U.S. Court of Appeals for the District of Columbia Circuit.

Paper not liable in car accident

In a case involving an automobile accident, a federal judge has ruled that The Jackson (Tenn.) Sun could not be held liable for damages for the alleged negligence of an independent contractor.

Following the accident in which they were involved, a couple brought suit against the independent delivery-route carrier, Daniel DePriest, as well as against the newspaper.

U.S. District Court Judge Robert M. McRae Jr. found that DePriest was not an employee of the newspaper. "It has long been well established that an employer cannot be held vicariously liable for the torts of an independent contractor," McRae noted.

The judge said the decisive question in determining whether a person is an independent contractor is whether the employer has "the right to control" the individual's conduct. DePriest had agreed to sell and deliver papers he ordered "according to his own methods" and not "subject to control or supervision" of the Sun, McRae said. "In sum, there are no indicia that DePriest is or was ever an employee of The Jackson Sun."

(Inman v. Jackson Sun Inc., USDC W. Dist. Tenn., E. Div. No. 82-1087)

NLRB upholds daily in work assignment

The National Labor Relations Board has upheld The Detroit News in its assignment of color separation work to composing room employees represented by Typographical Union No. 18.

The decision resolved a jurisdictional dispute between the ITU local and Local 289 of the Graphic Arts International Union.

Prior to July 1982, the color separation of advertisements was performed by photoengravers represented by the GAIU. Last July, the company began using the paste-up method for color separation and assigned the work to composing room employees.

The board agreed with the company that the assignment resulted in a "more efficient" use of employees and had "little impact" on photoengraving department employees.

(Detroit Typographical Union No. 18 and the Evening News Association, 266 NLRB No. 99)

Recent contract settlements

Chicago Sun-Times, Chicago Tribune, Mailers: Thirty-nine-month agreement covering mailers; retroactive to April 15, 1981.

Columbus (Ohio) Citizen-Journal, Guild: Two-year agreement covering editorial and library employees; retroactive to Nov. 1, 1981.

Columbus (Ohio) Dispatch, Mailers: Three-year agreement covering mailers; retroactive to Jan. 1, 1982.

Rocky Mountain News, Denver, ITU: Two-year agreement covering composing room employees; retroactive to April 1, 1982.

Rocky Mountain News, Denver, Mailers: Three-year agreement covering mailers; retroactive to May 1, 1982.

Milwaukee Journal and Sentinel, ITU: Three-year agreement covering composing room employees; retroactive to March 4, 1980. (The parties had been at an impasse since Dec. 17, 1980.)

Arizona Republic and Phoenix Gazette, ITU: Three-year agreement covering composing room employees; retroactive to Oct. 1, 1982.

San Antonio (Texas) Light, Guild: Two-year agreement covering employees in accounting, business, circulation, editorial and maintenance departments; retroactive to March 19, 1982.

San Antonio Light, IPGCU: Three-year agreement covering pressmen; retroactive to Aug. 6, 1982.

San Antonio Light, Mailers: Three-year agreement covering mailers; retroactive to Aug. 1, 1982.

(Details in April 1983 ANPA Labor & Personnel Relations Letter.)

Las Vegas spotlight will shine on presses

By Paul Kruglinski
presstime technical writer

Pagination aside, the 55th ANPA Operations Management Conference and Exposition is shaping up to be the year of the press, with newspaper quality and press efficiency seeming to be the major emphases of vendors.

The June 11-15 Exposition in Las Vegas, Nev., may be the largest ever in terms of equipment on display, including the widest array of newspaper presses ever seen at the annual trade show.

In all, 200 exhibitors' displays will fill 210,000 square feet of the Las Vegas Convention Center.

The equipment and systems to be displayed run the technological gamut from state-of-the-art, front-end software to the latest innovations in automated mailrooms. Virtually every manufacturer of newspaper and newspaper-related equipment will be represented.

ANPA's Peter P. Romano, Conference and Exposition director, is confident that with the improving economy, the event will outdraw the 8,704 people who attended what was then called the Production Management Conference last June in Dallas.

Romano says one Exposition highlight will be the Wednesday session devoted to high technology and its application to the newspaper business [**presstime**, Feb. 1983, p. 42]. A program update for "Synectics '83"* will appear in the June issue of **presstime**, along with a list of all exhibitors and booth numbers.

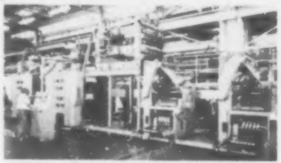
Among the anticipated exhibit highlights are the following:

Presses and Pressroom Equipment

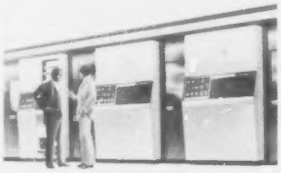
Although many newspapers are still purchasing offset equipment, there is a strong trend in research and development toward application of ANPAPRESS™ technology to newspaper production, and the Exposition will reflect that trend. Vendors will be running "live" units, including four double-width presses and three presses employing flexographic technology.

- *Windmoeller & Hoelscher Corp.*, a new participant at the Exposition, just entered the newspaper-equipment manufacturing business this past year, although the West Germany-based firm has been involved in flexography since the last century. In conjunction with another West German firm, Koenig & Bauer, W&H developed a system for retrofitting anilox flexographic technology for existing presses. The first unit was installed at the Providence (R.I.) Journal and Bulletin in April. An identical system will be displayed and demonstrated at the Exposition.

- *M.A.N.-Roland USA* will demonstrate its Uniman 4/2 offset press. Last year the company displayed one static unit of that type press. But in Las Vegas, the press will be used to print a two-section, 16-page paper on two units with one or two color decks.


Kidder-Stacy flexographic press

- *Kidder-Stacy Co.* will be running one unit of a new, double-width flexographic press with a color half deck. It uses water-based inks. The unit is one of two that will be installed at the Atlanta Journal and Constitution after the Exposition.


Goss Headliner press

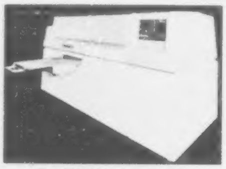
- *Rockwell's Graphic Systems Division* will run one unit with a color half deck on its new, double-width Goss Headliner offset press. Rockwell also will exhibit two reconditioned press units and a "Gallery of Quality" featuring worldwide samples of newspapers using Goss double-width offset presses.

- *Ryco Graphic Manufacturing Inc.* will show its new, digital, pulse-spray dampening system; an automatic blanket-washing system; packing gauges; a mixing system; a silicone applicator; and a batch-counting system.

- *Autronics Corp.* will demonstrate its Optikor DPC1000 Digital Paster Control System, which is a retrofit kit for upgrading reel-tension pasters to press speed. The unit can be used with the new Optikom electro-optical sensor that automatically monitors the expiring roll. The company's new Transition Tension System provides dynamic web-tension control during the transition phase of a splice. All three pieces of equipment will be in Las Vegas.

Pagination

The thematic highlight of the last two Expositions takes the figurative back seat this year, although there should be a number of interesting exhibits in this area.


EOCOM Laserite V

- *EOCOM Corp.* will demonstrate its Laserite V platemaking system, which is a substantial refinement over that which was shown last year. The Laserite V takes the revolution in pagination technology one step further, according to the firm. It can produce four newspaper products: broadsheet, double-truck, tabloid, and quarterfold. Two broadsheet, four tabloid or eight quarterfold pages can be processed at a time. It can image onto plate, film, photographic paper or dilux proof paper. The firm says the machine will "read" display advertising in a nondigitized way that eliminates memory storage problems; thus, it allows both editorial and display advertising to be imaged. Hastech Inc. has developed the interface that drives the Laserite, and both firms recently entered into a mutual marketing agreement.

- *Information International Inc. (Triple-I)* will demonstrate three new pagination-related systems. In conjunction with Dow Jones, Triple-I has developed the Model 2025 Page Makeup Station that employs a broadsheet laser scanner for computer-to-plate printing. According to the firm, the system has a 25-inch screen and comes in two formats: either vertical showing 70

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percent of the actual size of the page or horizontal with double-truck capability at approximately 50 percent of the page. Four units will be displayed. Also on display will be Triple-I's Model 2083 Electrostatic Hardcopy Proofing Unit. The firm says it will allow an operator to generate low-cost paper proofs of full-page broadsheets, including all graphics. Essentially a preprint proofing device, the machine avoids use of expensive, silver-based photographic papers. In addition, the firm will demonstrate two new software systems, InfoColor I and II, that will handle color separations within the pagination systems.

APS-44 system

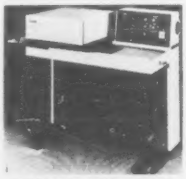
- *Autologic Inc.* will show two new products: the APS-44 Logo and Font Digitizing system, which the firm says will digitize sectional logos for classified pages; and the APPS-1, new platemaking system designed for newspaper pagination. The firm describes the APPS-1, developed in conjunction with 3M, as an array processing laser scanner that will interface with existing pagination equipment.

Business Systems

- *Collier-Jackson Inc.* has adapted some of its software packages—the CJ/Circulation, CJ/Advanced General Ledger and CJ/Accounts Payable packages—for use with VAX hardware. All will be demonstrated for the first time. There will be a preliminary showing of CJ/Advertising, an advertising software package that uses the ANPA/RI-developed Layout-80 ad-dummying system and also interfaces with CJ/Advanced General Ledger. The firm also will demonstrate Layout-80 itself.

- *Stauffer Media Systems Inc.* has developed a classified, advertising and circulation software system for small newspapers. The system will run on a Burroughs B20. According to the firm, the system has a 132-character display option, is "menu driven," and is "user friendly."

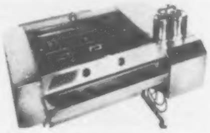
Camera


ECRM Autokon 8200

- *ECRM* will demonstrate its new Autokon 8200 Laser Input Scanner, a camera that scans and digitizes continuous-tone photographs. The unit has variable functions involving cropping and dot density and can interface with many existing pagination systems, ECRM says.

Platemaking

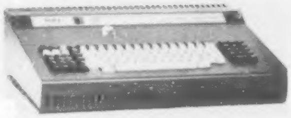
- *Crosfield Data Systems Inc.* will show its new Datrax 760 laser platemaker, an output device for pagination systems. The unit images onto non-silver, lasermask film.


Master offset processor

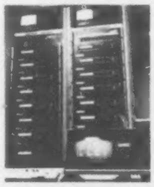
- *Master Etching Machine Co.* will display a new offset platemaking system. The manufacturer says the system is fast, highly reliable, quiet, virtually maintenance free and energy efficient.

Telecommunications

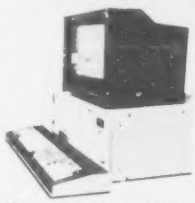
- *Computer Video Systems Inc.*, an Exposition newcomer that specializes in character generators, will demonstrate its Compunews system designed for newspapers. According to the firm, the unit allows a newspaper to connect its front-end systems directly to cable television data banks.


Texscan MSI SpectraGen III

- *Texscan MSI* will exhibit its new SpectraGen III character generator. The firm says the unit can produce 150 cable "pages" (screensful of text) at any given time using random access memory. The screen can be divided into six independent regions, each performing separate functions with its own attributes. According to Texscan MSI, there are three different page-display speeds and 64 character sizes with eight widths and heights.


Quantra Teletron

- *Quanta Corp.* will display an upgraded version of its Teltron character generator. The firm says the system will interface with graphics systems and newspaper editorial hardware. This allows automated display advertising and graphics combined with locally originated editorial matter. Quanta says the equipment is designed for use at small newspapers.


Mycro-Tek Mycro-Vision

- *Mycro-Tek* will demonstrate an updated version of its Mycro-Vision 7000 Video Display Information System, a character generator. The new model has new fonts and graphics technology that allows it to handle display advertising and weather forecasts, in addition to editorial and classified matter, the company says.

Front-end systems

Triple-I Text/Net

- *Triple-I* will demonstrate its new Model 4300 Text/Net, a new VDT system for news bureaus. According to the firm, the system is low cost and eliminates having reporters tie up pagination systems with writing text.

- *Autologic* will display a new editorial system. The software and hardware package is currently available in Europe. The company is planning to market it in North America this year under a name yet to be announced.

Scanners

- *HCM Graphic Systems Inc.* will show its new Pressfax Facsimile Transmission Device, a digitized scanner. The firm says the unit is a low-cost machine for remote printing plants. It will scan, using either helium/neon or argon ion laser, black-and-white halftones, continuous-tone photographs, text and line-art work, then digitize the product and image it onto film. The scanner can interface with existing pagination systems, the company says.

Mailroom

- *Harris Graphics Corp.*, the new corporation that split off from Harris Corp., will show its new NP-1472 Newspaper Inserter System. The firm says the machine embodies a dual-speed rotor design and can be programmed either for zoned distribution or for total market coverage. It was designed to handle 30,000 newspapers per hour but possesses the capability of 80,000 per hour, the company says. Harris also says the inserter has an automated feature that allows it to "fix itself." ☐

Equipment for sale

Beach Mfg. (for Napp) manual punch, trimmer and bender, $1,000 for set; Beach automatic plate bender, best offer over $5,000; two Napp ORC two-piece exposure units, best offer; Warren Foto-Finisher, best offer; Western plate processor, model 300, $6,000; 100 40x48 round heavy-duty Super-D plastic pallets, 4,000-pound capacity, $20 each.

Also, Compugraphic typesetters: model 2961 hi-speed, one font (8½-pt. only); model 4961 regular speed, 12 fonts (5½-12 pt.), plus canisters and replacement parts kit. $1,000 for package. Contact Craig Pollard, systems development foreman, Asbury Park Press, Press Plaza, Asbury Park, N.J. 07712; (201) 774-7000, ext. 436.

Equipment wanted

ANPA wishes to purchase two previously owned Hastech Edit 3 or Edit 8 terminals (with or without 4K controllers) for use with our in-house typesetting system. If you have such equipment for sale, please contact John Newman, ANPA manager/information services, at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041; (703) 620-9500.

Abdul Hameed, a Pakistani newspaperman, is in urgent need of printing equipment including a small press and typesetting machines. He will pay for crating and shipping and will come to the United States immediately to make arrangements.

Also, a small press, preferably offset, is needed for a weekly, 20-page tabloid newspaper in St. Vincent in the Caribbean.

Also, Linotype Comet 300 parts: 07-8437-02 upper heater; 221-250v., micro-therm; 41-2006-03 lower heater, 221-250v. This equipment is needed by Aoura Printing Works Ltd., publisher of The Pioneer in Kumasi, Ghana.

Equipment contributed to the World Press Freedom Committee qualifies as tax deductions under the Internal Revenue Code. For further information, contact George Beebe, WPFC vice chairman/projects, The Miami Herald, 1 Herald Plaza, Miami, Fla. 33101, (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

Projections made to 1990

Record '83 consumption seen

U.S. newsprint consumption this year will be 10.5 million metric tons or more, exceeding not only last year's 10.176 million tons but also the record 10.219 million tons of 1981, according to a new study by ANPA economics consultant Jon G. Udell.

Udell, Irwin Maier professor of business at the University of Wisconsin, bases his projections on predictions of growth in the U.S. economy. Since 1975, he notes, newsprint usage has advanced slightly faster than the real Gross National Product. He predicts the U.S. economy will grow at a rate of 4.5 percent this year which would mean a growth in the real GNP of more than 2.6 percent.

Looking ahead to 1990, Udell predicts U.S. consumption of 30-pound basis weight newsprint will reach 12.2 million tons, assuming a real economic growth rate of 2.5 percent annually for the U.S. economy the rest of the current decade.

Although he calls electronic home information systems "a potential competitor for newspapers," Udell says they are not likely to have an appreciable effect on newsprint consumption by 1990.

On the other hand, the decline in viewership for conventional television advertising "enhances the future potential of newspapers and newsprint consumption," he says.

The study also reveals that during the 1971-81 period, total U.S. newsprint consumption rose 20.5 percent while U.S. daily newspapers' newsprint consumption grew 11.9 percent.

There was a substantial rise in consumption among daily newspapers in the South and West but a slight decline by dailies in the Northeast and North Central regions.

Copies of the report will be available in early June upon request to the ANPA Newsprint/Traffic Department at The Newspaper Center, Reston, Va. ☐

Newsprint notes

The Weyerhaeuser Co. has begun making a **less-bright grade of newsprint** called Pac Print at its North Pacific Paper Co. mill in Longview, Wash.

A Weyerhaeuser spokesman said Pac Print, developed in response to a customer's request, is intended primarily for color comic pages.

According to an ANPA-member newspaper, the quoted price is about 5 percent under the $468.50 a metric ton price for standard newsprint.

• • •

Contract negotiations with the Canadian Paperworkers Union are expected to begin May 31 at four British Columbia newsprint mills.

The CPU represents workers at MacMillan Bloedel Ltd.'s mills at Port Alberni and Powell River, at Crown Zellerbach Canada Ltd.'s mill at Campbell River; and at British Columbia Forest Products Ltd.'s mill at Crofton.

Some other workers at the Crofton mill are represented by the Pulp, Paper and Woodworkers of Canada.

Current contracts with the CPU and PPWC are scheduled to expire June 30.

Meanwhile, labor contracts are scheduled to expire the end of this month between the United Paperworkers International Union and International Paper Co. at the Pine Bluff, Ark., and Mobile, Ala., newsprint mills [presstime, Feb. 1983, p. 44].

• • •

Abitibi-Price Inc. has started up a **new newsprint machine** at its Iroquois Falls, Ontario, mill. A net capacity increase of 40,000 metric tons annually is expected because the new machine replaces four older ones [presstime, Jan. 1983, p. 44].

• • •

British Columbia officials approved the **sale of Crown Zellerbach Canada** to Fletcher Challenge Ltd. of New Zealand. In the $242 million deal, Fletcher gets 84 percent of CZ Canada stock and is obligated to make an offering for publicly held shares [presstime, Feb. 1983, p. 46]. The Canadian firm apparently will be operated as a subdiary of Fletcher. ☐

Newspaper consumption outpaces overall use

Newsprint consumption by all U.S. users was up 0.7 percent in March compared with March 1982, but consumption by U.S. daily newspapers increased even more—2.6 percent.

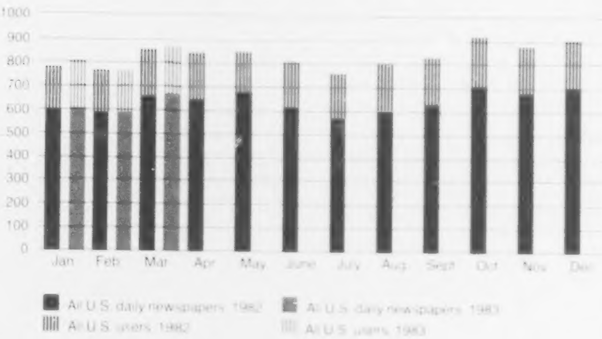
For the first quarter of 1982, consumption of all U.S. users was up the same 0.7 percent, while the consumption of U.S. daily newspapers showed an increase of 2 percent.

At the end of March, stocks of ANPA-member newspapers in the statistical sample totaled 44 days compared with 60 days' supply a year earlier and 46 days a month earlier. North American mills stocks at the end of March were more than one-third greater than a year ago.

The March operating rate for Canadian mills was 80 percent; for U.S. mills, it was 90.7 percent. First quarter operating rates for Canadian and U.S. mills were 81 percent and 90.9 percent, respectively.

Shipments from Canadian mills were down 10.6 percent from the first quarter of 1982, while shipments from U.S. mills decreased 6.8 percent.

Estimated newsprint consumption, 1982-83
(thousands of metric tons)



Estimated consumption of all U.S. users

	1983	1982	% Change
February totals	769,000(r)	774,000	-0.6(r)
March totals	873,000(p)	867,000	+0.7(p)
Three-month totals	2,450,000(p)	2,432,000	+0.7(p)

Estimated consumption of all U.S. daily newspapers[1]

Region	**February 1983**	**February 1982**	**% Change**
Northeast	144,242	145,318	-0.7
North Central	126,009	125,754	+0.2
South	187,937	186,525	+0.8
West	132,204	132,573	-0.3
Circulation size			
up to 25,000	48,784	51,140	-4.6
25,001-100,000	113,469	109,461	+3.7
Over 100,000	428,139	429,569	-0.3
February totals	590,392(r)	590,170	+0.04(r)
Two-month totals	1,209,634(r)	1,190,408	+1.6(r)
Region	**March 1983**	**March 1982**	**% Change**
Northeast	165,090	159,496	+3.5
North Central	147,290	144,830	+1.7
South	217,743	205,894	+5.8
West	148,128	150,991	-2.0
Circulation size			
up to 25,000	60,061	57,827	+3.9
25,001-100,000	131,747	122,087	+7.9
Over 100,000	486,443	481,297	+1.1
March totals	678,251(p)	661,211	+2.6(p)
Three-month totals	1,887,885(p)	1,851,619	+2.0(p)

Shipments

From Canadian mills	**U.S.A.**	**Canada**	**Export**	**Total**
March 1983	471,343	80,132	124,745	676,220
March 1982	507,145	94,616	140,105	741,866
Three months 1983	1,361,867	218,004	305,062	1,884,933
Three months 1982	1,495,001	260,003	353,177	2,108,181
Increase or decrease	-133,134 -8.9%	-41,999 -16.2%	-48,115 -13.6%	-223,248 -10.6%
From U.S. mills				
March 1983	374,010	----	20,116	394,126
March 1982	387,109	----	25,690	412,799
Three months 1983	1,059,562	----	54,732	1,114,294
Three months 1982	1,117,150	----	78,300	1,195,450
Increase or decrease	-57,588 -5.2%	---- ----	-23,568 -30.1%	-81,156 -6.8%
From North American mills				
March 1983	845,353	80,132	144,861	1,070,346
March 1982	894,254	94,616	165,795	1,154,667
Three months 1983	2,421,429	218,004	359,794	2,999,227
Three months 1982	2,612,151	260,003	431,477	3,303,631
Increase or decrease	-190,722 -7.3%	-41,999 -16.2%	-71,683 -16.6%	-304,404 -9.2%

Stocks

U.S. publishers[2]		**(Days' supply on hand)**	**(Days' supply in transit)**
January 1983	800,663	40(r)	5
January 1982	981,545	48	9
February 1983	822,869(r)	40	6
February 1982	1,038,360	51	8
March 1983	805,132(p)	39(p)	5(p)
March 1982	1,067,764	53	7
Canadian mills			
March 1983	383,641	--	--
March 1982	342,955	--	--
U.S. mills			
March 1983	159,417	--	--
March 1982	54,924	--	--

Production

	Canada	**U.S.A.**	**North America**
March 1983	680,284	406,[illegible]94	1,086,478
March 1982	759,841	419,894	1,179,735
Increase or decrease	-79,557 -10.5%	-13,700 -3.3%	-93,257 -7.9%
Three months 1983	2,018,779	1,187,302	3,206,081
Three months 1982	2,257,250	1,212,731	3,469,981
Increase or decrease	-238,471 -10.6%	-25,429 -2.1%	-263,900 -7.6%

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised

(p) = preliminary

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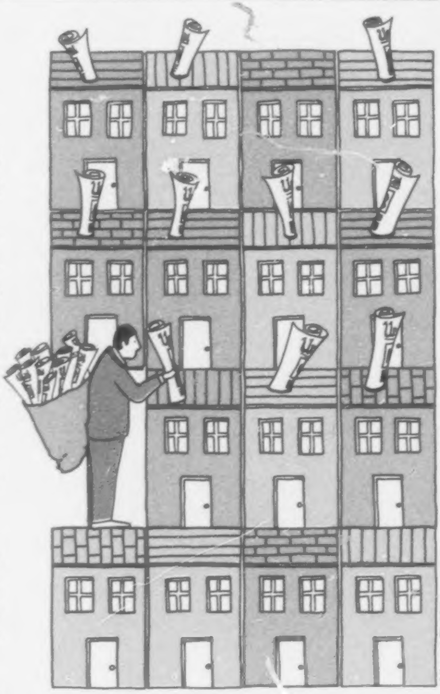
Leaders in penetration rates share keys to their success


Alberto Pacheco

While nationally the percentage of households receiving a daily newspaper has been declining for more than 20 years, there are many papers, most of them in the under-50,000 circulation category, that are bucking that trend in their individual markets.

The Audit Bureau of Circulations' FAS-FAX report for the six months ending last Sept. 30 shows that nearly 250 dailies have penetration levels of at least 75 percent in their city zones—defined as the area within the corporate limits of where the newspaper is published. Some also have good penetration in their retail trading zones—the areas beyond the city zones from which local merchants regularly draw customers.

ANPA Director/Membership Development Harry W. Edwards recently surveyed 32 newspapers that are among the highest in their city zone or retail trading zone penetration. Fourteen responded. Predictably, Edwards found that factors peculiar to an individual market can account for high penetration rates, but there were some common denominators, too.

"There is obviously no pat formula to achieve high market penetration, but one may certainly list among the key ingredients: a quality local news product, high credibility, community involvement and dedication," Edwards says.

Virtually all of the high-penetration newspapers said they emphasized local news, and many of them supplement that with lots of local pictures.

Responding to the questionnaire, Raymond E. Dix, president of The Daily Record in Wooster, Ohio (evening, circulation 26,210), wrote, "We work hard on local news, covering in considerable detail all the little communities in our area." The Daily Record reaches 96 percent of its CZ households and 46 percent of the RTZ.

But executives of some other small papers noted their readers also rely on them for national and international news.

The Register-Star of Hudson, N.Y. (evening, 14,391), which has penetration of 83 percent CZ and 54 percent RTZ, subscribes to both the Associated Press and United Press International news services as well as UPI sports and AP Laserphoto.

Thomas J. Watson, publisher of the Big Spring (Texas) Herald (evening, 10,598), noted that "only 25 percent of our market take a morning newspaper, so we must give those that read only the Herald a balanced product." His paper has penetration of 77 percent CZ and 79 percent RTZ.

Aside from editorial considerations, some executives attribute their newspapers' high-penetration rates to circulation and promotion initiatives.

"We promote 52 weeks a year and use several different methods," said John E. Cain, circulation manager of The Courier of Findlay, Ohio (morning, 26,161). "The telephone room works 18 hours per week. Solicitors call Findlay and area towns making service checks (of everyone in the phone books). . . . If a person contacted is a nonsubscriber, a special offer is made. All areas are called every 90 days."

The Courier, which has 86 percent CZ penetration and 49 percent RTZ, also uses adult sales personnel working door-to-door, youth sales crews, special offers for new subscribers and carrier contests with cash and other prizes.

Some executives whose papers enjoy high rates of penetration

John E. Cain
Findlay, Ohio (86%)

W. Ryan Kegel
Ellwood City, Pa. (83%)

Carl M. Davidson
Glens Falls, N.Y. (96%)

Ted M. Natt
Longview, Wash. (82%)

Highly successful newspapers often tend to be community leaders, too. Executives of several papers said they support community projects such as the United Way, the local chamber of commerce and Crimestoppers, and some sponsor activities themselves.

"Our newspaper sponsors a number of events in the community each year: Ledger Bowling Tournament, Ledger 10-k (race) in conjunction with the Ellwood City Fourth of July Festival, Ledger golf tournament and a benefit sports banquet. We feel these activities are necessary, important parts of local ownership," said W. Ryan Kegel, assistant publisher, Ellwood City (Pa.) Ledger (evening, 7,538).

According to the ABC, that paper reaches 96 percent of its CZ households and 43 percent of its RTZ, although Kegel says a new computerized circulation information system using market data based on the 1980 Census indicates that CZ penetration is actually 83 percent.

Almost all of the high-penetration dailies also mentioned simple virtues such as making the most efficient use of limited resources and old-fashioned hard work as hallmarks of their operations.

Carl M. Davidson, publisher of The Post-Star (morning, 33,476) in Glens Falls, N.Y., summed up his operation, which has penetration of 96 percent CZ and 49 percent RTZ, this way: "We simply go along turning out the best local-news product that we know how to put together and supplementing a strong area-oriented newspaper with a continuing program of circulation promotions."

High-penetration dailies also may be aided by local market characteristics.

For instance, it helps to be located in a stable community with lots of readers who feel settled. "Families go back four generations or more and stay in the community," explained Ellwood City's Kegel.

Being the only daily newspaper for miles around is another aid. "The fact that we are between two major metropolitan markets (Seattle, 125 miles north, and Portland, 45 miles south) helps too, I'm sure," noted Ted M. Natt, editor and publisher of The Daily News in Longview, Wash. (evening, 26,631), which has penetration levels of 82 percent CZ, 53 percent RTZ.

And some factors are simply unique, like a nearby volcano that blows its top.

"We found there is nothing like a natural disaster of tremendous proportions to convince folks of the value of a daily newspaper," said Natt. His paper earned a Pulitzer Prize and a Sigma Delta Chi Distinguished Service Award for its 1980 coverage of the eruption of Mount St. Helens.

In addition to peer recognition, the newspaper was honored with a community dinner. "Usually, a community would just as soon string the local editor up by his thumbs as not. To have a crowd of over 500 turn out to honor the local paper was something we had never heard of happening before, . . ." Natt said. ☐

Field brothers offer Sun-Times for sale

The Chicago Sun-Times was offered for sale April 15 as part of a dissolution of Field Enterprises Inc. by its two shareholders, Marshall Field V, chairman, and his half-brother, Frederick W. Field, vice chairman.

The company said Frederick Field wants to pursue his own business interests.

Publisher James Hoge said the morning tabloid is for sale to any "qualified" buyer. "I'm in no position to say who is a qualified buyer," he said. "That's up to the owners. We've had a heavy number of inquiries and expressions of interest," he said.

Marshall Field said the nation's eighth largest daily is available "to someone who will have a commitment to continue to publish a vigorous, outstanding and highly respected newspaper."

According to Audit Bureau of Circulations figures for the six months ended Sept. 30, 1982, circulation of the Sun-Times was 651,579, an increase of 2,539 from a year earlier. The Chicago Tribune's circulation (all-day) for the same period was 758,255, up from 754,043. ☐

Hispanic journalists aided

Gannett Foundation has given $50,000 to the California Chicano News Media Association to establish a national organization for Hispanic journalists. Based at the school of journalism of the University of Southern California at Los Angeles, the association was founded in 1972 primarily to counsel Hispanic high school students interested in journalism career opportunities [presstime, April 1982, p. 47]. ☐

New York Tribune begins publication amid controversy

Despite last-minute disputes over its nameplate and a threatened lawsuit, the daily New York Tribune replaced the six-year-old daily News World in New York City April 4.

News World Communications, which also owns The Washington Times, published the News World and is publishing the New York Tribune.

The new daily, whose circulation director said it sold out most of a first-day, 100,000-copy press run, was orginally to be called The New York Tribune.

The New York Times, however, won a temporary restraining order forcing the paper to drop "The" from its name. The Times also persuaded the Tribune to alter its Old English typeface so that it less resembled the Times' nameplate.

In a separate dispute, Whitney Communications Corp. said it owns trademark rights to the New York Herald Tribune, which was born from a 1924 merger between the original Tribune and the New York Herald.

Promotional ads for newly launched Tribune suggested a historical link to the paper of that name founded by Horace Greeley in 1841.

Whitney has threatened to take legal action if the newspaper continues to call itself the New York Tribune, but News World Communications officials said their lawyers researched the title and see no conflict.

The new daily retained the editor-in-chief and many staff members of the News World, although it added a new commentary section.

News World Communications is owned by followers of the Rev. Sun Myung Moon. ☐

Post OKs national weekly

The Washington Post is going ahead with plans to publish a national weekly this fall. It will feature Post reports on the federal government, the economy and politics. The company put out a 48-page prototype of the tabloid-size paper last October [presstime, Nov. 1982, p. 46]. ☐

Latest UPI ownership change raises eyebrows

Now only two: Ruhe (foreground), Geissler

United Press International's third ownership shakeup in less than a year has exacerbated a problem of image that the company says is not representative of the true picture.

The latest change at the top was the April 14 departure of UPI Board Chairman John Jay Hooker. He had become a one-third owner of Media News Corp. of Nashville, Tenn., UPI's parent firm, just two and a half months earlier. Company officials said there will be no replacement for Hooker.

"We found that our styles were not as compatible as we had hoped," said Douglas F. Ruhe. The ownership of Media News Corp. is now concentrated in Ruhe, the company's managing director and chief executive officer, and William E. Geissler, its senior vice president for planning. Each holds about half of the shares, although William Ahlhauser, treasurer, and Thomas Haughney, financial vice president, continue to hold minority interests.

Other Media News principals at the time of the wire service purchase from E. W. Scripps Co. last June were Len. R. "Rob" Small, editor and publisher of The Daily Dispatch of Moline, Ill., who served as UPI's chairman of the board, and Chicago attorney Cordell Overgaard. Small and Overgaard resigned last February, and Hooker came on board.

Spokesman William K. Adler acknowledged that the changing cast of UPI officials has contributed to an image problem. "Nothing can cure that but time," he said. "It's going to take a while, maybe years, to create (a positive) image. We have new faces trying to do new things."

Larry Jinks, senior vice president/news of Knight-Ridder Newspapers Inc. and the newest member of the UPI Newspaper Advisory Board, was one newspaper executive who looked askance at the latest ownership shuffle. "Like a lot of other people," he said, "I am concerned about a lot of change at the top," particularly when the owners lack a "solid newspaper background."

UPI's Adler maintained that Hooker's resignation did not adversely affect the day-to-day wire service report. Ruhe, Geissler and President William J. Small had been responsible for daily management during Hooker's tenure, Adler said, and that lineup remains unchanged.

The consensus of eight wire editors interviewed by presstime was that neither Hooker's departure nor the Media News Corp. purchase has had a negative impact on the basic news report. Most said there has been no appreciable difference over the past year.

One editor said UPI has "gotten more responsive" to client needs. Lloyd Carver, wire editor of The Tennessean of Nashville and editor of the National Wire Watch newsletter, particularly complimented the UPI Washington bureau and the packaging of news summaries.

Leslie B. Hoffecker, an assistant foreign editor of The Philadelphia Inquirer—a subscriber since the Media News acquisition—said, "We have been very surprisingly pleased with the daily report."

But another editor, Neville Green, assistant on the national desk of the St. Petersburg (Fla.) Times, said UPI's pattern of "sloppiness" continues.

Adler said the wire service's financial vital signs are improving.

Until early in the fourth quarter of 1982, UPI had been experiencing a net loss of subscribers, he said. Increased sales have caused the subscriber list to hold steady with an equal number of additions and losses [presstime, April 1983, p. 52].

UPI continues to lose money each month, Adler said, but the rate of loss is decreasing. The owners still expect to break even this year, he added.

Hooker, an attorney and former publisher of the Nashville Banner, said he left UPI "with regret" because "there was a difference of opinion" between him and his partners. "I felt the responsibility without the control."

Hooker, who had bought his shares for $1, sold them back for the same amount. ☐

Times gives up index, information services

The New York Times Co. is getting out of the business of distributing several of its products.

It announced April 5 that a license agreement had been reached whereby a Xerox Corp. unit will produce and market microfilm and microfiche editions of The New York Times and publish and distribute printed editions of The New York Times Index.

The work will be done by University Microfilms International, a division of the Xerox Publishing Group. Previously, Microfilming Corp. of America, a Times Co. affiliate, handled it.

Times spokesman Leonard Harris said staff of that Sanford, N.C.-based affiliate will be reduced from 140 to 80 at the outset. After contracts for microfilming other publications and scholarly collections are completed, the company will close—probably by the end of the year, he said.

Earlier this year, the Times Co. said it will phase out by late summer all marketing and transmission activities related to its computer-based information service.

The New York Times Information Service will be offered to the public through Mead Corp. The Times sold exclusive marketing rights to Mead, the Dayton, Ohio-based firm that operates a computerized information retrieval system called Nexis.

The Times service has lost money every year except one since its start-up in 1974. As a result of this change, the Times will lay off about 120 people by the end of the year, Harris said. About 12 editorial employees will be kept.

The Times will retain editorial responsibility for the index and for the information service. ☐

A.M. circulation passes P.M.'s, 1983 'Facts' booklet reveals

For the first time, morning daily newspaper circulation in the United States outstripped evening daily circulation in 1982, according to ANPA's "Facts About Newspapers 1983."

It shows total 1982 U.S. daily newspaper circulation increased by nearly a million copies to 62,438,074—the third-highest level in history. Morning newspaper circulation was up about two and a half million copies a day in 1982—to 33,150,291. Evening newspaper circulation declined by just over a million and a half copies to 29,287,783.

In addition to the decline in p.m. circulation, there was again last year a decrease in the number of evening papers being published in the United States—from 1,352 in 1981 to 1,311. The number of morning dailies rose from 408 to 433.

The total number of U.S. daily newspapers, including 34 that publish "all-day" (both a.m. and p.m.), fell from 1,730 to 1,710—the lowest point in at least half a century, according to industry statistics.

U.S. Sunday newspaper circulation continued the steady increase it has shown since 1975, reaching a record 56,152,405 in 1982. The number of Sunday newspapers climbed to 768, also an all-time high.

Employment in the U.S. newspaper business totaled 424,800, up from 421,900 in 1981. More than 38 percent of those workers were women.

Newspapers' share of U.S. advertising expenditures shrank in 1982 from 28.3 percent in 1981 to 27.3 percent. Most of the decline came from local advertising expenditures, as daily newspapers' share of that category declined from 23.9 percent in 1981 to 22.8 percent in 1982.

Despite their decreasing share of the advertising pie, newspapers remained the leading advertising medium in 1982, with ad expenditures in newspapers reaching $18.4 billion, up 5.4 percent from the 1981 total of $17.4 billion.

Television, the second-leading ad medium, increased its share from 20.6 percent in 1981 to 21.2 percent in 1982. Another notable increase was scored by direct-mail advertising; it went from 14.5 to 15.4 percent.

Canadian dailies' share of advertising expenditures also dropped in 1982—from 28.1 percent in 1981 to 26.1 percent.

But Canadian daily newspaper circulation rose last year to 5,578,286, its highest point ever. The number of Canadian dailies was 116, down from 119 in 1981.

A copy of "Facts About Newspapers 1983" is inserted into this edition of presstime. Additional copies are available from the ANPA Public Affairs Department at The Newspaper Center in Reston, Va.

Information for the annual compilation of statistics about the North American newspaper business is compiled from trade associations, government agencies and private sources. ☐

Four more dailies switch to A.M. cycle

Three more evening dailies switched to morning publication in April and another will do so this month, making it six so far this year [presstime, April 1983, p. 54].

The conversions were or will be:

- April 4, The Leaf-Chronicle of Clarksville, Tenn. (circulation 17,568), owned by Multimedia Newspapers. President and Publisher Luther B. Thigpin said two surveys "indicated we would be successful if we converted."
- April 18, The Delaware State News of Dover (24,431), owned by Independent Newspapers Inc. Publisher O.D. Bailey said a market analysis by a consulting firm "indicated we had a receptive market out there." The newspaper publishes a Maryland edition called the Maryland State News.
- April 25, The News-Times of Danbury, Conn., (40,372), owned by Ottaway Newspapers Inc. Publisher Forrest C. Palmer said one reason for making the move was "to protect our market."
- May 2, the Bennington (Vt.) Banner (7,400), owned by Miller Newspapers. Managing Editor R. Kenneth Hall said the newspaper has been guided by the experiences of a sister paper, the Brattleboro (Vt.) Reformer, that converted previously. ☐

Independent dailies continue to dwindle

The number of independently owned daily newspapers in the United States continues to decline.

Independent U.S. dailies now number 533, according to information compiled by the ANPA Membership Department. This is a decrease of five from last year's total [presstime, May 1982, p. 59].

The percentage of U.S. dailies that are independent remains the same—31 percent. This is because while the number of independents dropped, the number of all dailies—regardless of ownership—also fell. (See story elsewhere on this page).

Independent dailies are defined as those not owned by a company publishing at least one other daily newspaper in another community. ☐

Recent acquisition

Copley Newspapers, La Jolla, Calif., is acquiring the Evening Outlook, Santa Monica, Calif., daily circulation 30,843. ☐

Tribune Co. shareholders act

The 378 shareholders of Chicago's Tribune Co. have approved charter amendments allowing a public offering of up to 50 million shares of common stock. The approval clears the way for the company to move toward public ownership [presstime, April 1983, p. 53]. ☐

Correction

In the April issue of presstime, an incorrect photograph was used with the article on some newspapers' dissatisfaction with United Press International. The person who should have been pictured, Robert D. Ingle, vice president and executive editor of the San Jose (Calif.) Mercury and News, is shown at left. The person whose picture was published incorrectly on p. 52 of the April issue was Robert E. Ingle, former columnist for The Atlanta Constitution. Presstime regrets the error. ☐

Robert D. Ingle

Morton Forum told

As ad linage lags, newspapers focus on new media ventures

While newspaper companies wait for recent advertising trickles to surge into a flood, they are increasing their efforts to create or expand related information-business ventures.

That was the picture that emerged from the 12th annual Morton Newspaper Forum April 28-29 in New York City.

Representatives from a record 73 securities firms turned out to listen to presentations from 11 publicly held newspaper companies. All reported earnings growth in 1982, and most continued that growth through the first quarter of this year.

Following more than a year of belt-tightening due to the lingering recession, the companies described themselves as lean, fit and poised to take advantage of increased advertising business as the general economy grows.

But despite upbeat expectations [presstime, Jan. 1983, p. 46], most reported first-quarter advertising linage lagged or barely matched the first quarter of 1982. National advertising showed little or no growth for most companies, and a dearth of help-wanted and real estate ads continued to depress classified.

The only exceptions were for preprints and for part-run advertising targeted to selected zones such as certain suburbs. For example, Times Mirror Co. officials said The Denver Post had a total advertising linage loss of 2 percent for the 13 weeks ending April 3, compared to the same period a year earlier. Meantime, part-run linage jumped 100 percent, and preprints rose 18.5 percent. Four other Times Mirror dailies were among those with increases in part-run and preprint advertising.

Several companies said they plan to upgrade newspaper mailrooms as part of an ongoing effort to capture even more part-run advertising and to handle the growing numbers of preprints.

At the forum, conducted by securities analyst John Morton of Lynch, Jones & Ryan in Washington, D.C., speakers noted that newspaper stock prices have continued to outpace even the bull-market average. An exception is Media General Inc., whose executives complained that stock prices for their company "lagged" behind the rest.

Vice President and Chief Operating Officer Alan S. Donnahoe pointed out that as of March 31, prices for other newspaper companies were 14.8-30.8 times their earnings, while the price for Media General stock was only 10.2 times earnings. Donnahoe blamed the relatively low price on investor worries about Media General's involvement in newsprint, which provided 44.6 percent of its profits in 1982.

Like Times Mirror, The Washington Post Co. and other newspaper firms that own newsprint mills, Media General found last year's newsprint price rollback to be a two-edged sword. On one hand, it sliced costs for newspaper operations; on the other, it cut into profits from newsprint divisions.

Newspaper executives, including those from Media General, said that on balance, the savings from the newsprint price reduction outweighed revenue losses. But Donnahoe said Media General would reduce its dependency on newsprint by continuing its expansion into broadcast, cable and other communications areas.

Much of the discussion at the forum concerned non-newspaper operations such as cellular radio applications, videotex joint ventures, cable television programming and systems, interactive information and communication systems, electronic database publishing, direct mail ventures and new editorial products.

Cellular radio was the subject of some sharp questioning by analysts who said they were unsure about its profit potential.

Richard Simmons, president of The Washington Post Co., responded that cellular radio "will make a lot of money." He compared its effect to the revolution in communication brought by the telephone.

The Post also announced it will work with Rockwell Graphic Systems Inc. in an experimental conversion of a letterpress press to flexographic technology.

Newspaper companies in markets where Gannett Co. Inc. has launched USA Today said the effect of the new national daily on circulation has been minimal. Knight-Ridder executives estimated that in the markets where its newspapers face USA Today, about 9,000 daily single-copy sales have been lost, with half of that loss in Philadelphia. Simmons said The Washington Post Co. has seen losses of 5,000-6,000 daily, which he described as "not very substantial."

But USA Today, which analyst John S. Reidy of Drexel, Burnham & Co. estimated cost Gannett $27-$28 million in 1982, is scheduled to continue its growth into new markets. Gannett Chairman and President Allen H. Neuharth said the satellite technology used to distribute the national daily around the country allows expansion even beyond the United States—to Europe and the Pacific. ☐

Maynard purchases Oakland Tribune

Gannett Co. Inc. April 29 sold The Tribune of Oakland, Calif., to Tribune Editor and Publisher Robert C. Maynard and a Los Angeles attorney. The price was $22 million.

Maynard is the major shareholder of the newspaper company created by the sale, and he becomes the only black owner of a general-circulation, U.S. metro daily. The secondary shareholder is Paul R. Greenberg, a partner in the Los Angeles law firm of Cox, Castle and Nicholson. Greenberg also serves as vice president and general counsel for the Shaklee Corp.

"The completion of the purchase marks the birth of our new company—a daily newspaper with a long history of service to the East Bay and Bay Area communities," Maynard said.

The purchase was financed by Gannett, Crocker National Bank of San Francisco and Canadian Commercial Bank of Los Angeles and Edmonton, Alberta.

Maynard had worked to put together the financing since Gannett announced last September it would sell the 109-year-old paper in order to purchase KRON-TV in San Francisco. Federal Communications Commission regulations prohibit a company from buying a broadcast station in a market where it publishes a newspaper [presstime, March 1983, p. 50]. ☐

...... Late news ......

Newsprint prices may resume climb

Two newsprint companies have announced plans to raise newsprint prices by 6.7 percent July 1. Consolidated-Bathurst Inc. said it would increase its price for U.S. users to $500 a metric ton. Kimberly-Clark Corp. said it would raise its price to U.S. customers to $453.60 a short ton ($500 a metric ton).

The new prices would be the same the companies charged before implementing an unusual price cut late last year [presstime, Feb. 1983, p. 46].

Libel judgment against Post overturned

U.S. District Court Judge Oliver Gasch May 2 overturned a $2.05-million libel judgment against The Washington Post in a case filed by Mobil Oil Corp. President William P. Tavoulareas.

Gasch said there was no evidence showing "actual malice" on the part of the Post in a 1979 report that Tavoulareas had used Mobil money and his influence to "set up his son" in the shipping business. A jury found for Tavoulareas last July [presstime, Sept. 1982, p. 14].

Gasch granted a Post motion for a judgment, the verdict notwithstanding.

Independent, JOA publishers meet

Two groups of publishers took advantage of the ANPA Convention to meet. At one, 25 executives discussed a proposed purchasing cooperative for independent daily newspapers and small, privately owned groups. At the other, some publishers whose newspapers have joint operating agreements with other papers continued deliberations on whether they should seek a change in the Newspaper Preservation Act of 1970. The objective would be to ensure that JOA newspapers have the same rights as others in offering electronic publishing and other services [presstime, Feb. 1983, p. 12].

BU seeks to derail ACEJMC

The Accrediting Council on Education in Journalism and Mass Communications, meeting in conjunction with the ANPA Convention, learned that Boston University has been granted intervenor status by the U.S. Department of Education in the ACEJMC's bid for another five-year term as a federally recognized accrediting agency. In January, Boston University refused provisional accreditation from the ACEJMC and criticized the council's procedures. A hearing will be held in mid-June on the ACEJMC's petition [presstime, Feb. 1983, p. 24].

ANPA/RI Easton building sold

Philippine Journalists Inc. has entered into an agreement to purchase the ANPA Research Institute facilities in Easton, Pa., subject to mortgage approval. The company is associated with a major Philippine English-language daily newspaper. It is understood that the Easton facility will be used to print newspapers for distribution to Filipinos living in the United States.

ANPA Chairman and President William C. Marcil said he was pleased that the sale price of $550,000 was the figure originally set in budgeting for the construction project that will allow relocating research and training facilities from Easton to ANPA's Reston, Va., headquarters. Closing on the sale is set tentatively for July 29, the date also set for the shutdown of ANPA's Easton operations.

ANPA's Harry Edwards to retire

Harry W. Edwards will retire July 1 from his post as ANPA director/membership development. Edwards, a former officer in the U.S. Marines, served as membership director for 20 years.

He was honored at the April 23 ANPA Board Dinner by Chairman and President William C. Marcil, who noted, "When Harry came on board, ANPA membership was 871. Two years later it topped 1,000; and now it stands at nearly the 1,400 mark. Much of this gain is due directly to Harry's efforts."

Convention sidelights

Publisher Helsel shows 50-year-old bill.

When Daniel Neff Slep checked out of The Waldorf-Astoria Hotel on April 27, 1933, after attending the 47th ANPA Annual Convention, the second publisher of the Altoona (Pa.) Mirror was presented with a hotel bill for $47.13, including valet, restaurant and theater charges. Slep's room was $4 a night.

His niece, fourth-generation Altoona publisher Marjorie A. Helsel, recently found the bill while rummaging through some old files. She took it with her to New York City for the 97th annual gathering, for which a single room averaged $120 a night.

Guess where the '85 Convention will be

In his rousing welcome, Mayor Edward I. Koch entertained the publishers with a string of anecdotes that sought to dispel the image of New York City as an uncaring, crime-infested city. On the latter point, the indomitable mayor noted that FBI statistics show that on a per-capita basis, New York isn't even in the top 10 among big cities in terms of crime rates. Miami, he said, is number one, "and that's where we send our mothers and fathers when they get old."

They were standing by

For the first time, ANPA contracted with an emergency medical service, Empire State Ambulance. Attendants were present at each session of the Convention, dressed in street clothes.

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readers
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good tas
For the good life.
Read every day.

Leo Bogart, executive vice president of the Newspaper Advertising Bureau, announces a new promotional campaign, one of the last developed under the auspices of the Newspaper Readership Project. Just prior to the NAB session, Bogart and several other principals gave a final accounting of the six-year, $5-million Project [presstime, April 1983, p. 4].

Megatrends author John Naisbitt (center) holds court with New York Times reporter Jonathan Friendly (left) and former UPI Chairman John Jay Hooker.

Convention speeches available

Single copies of the following ANPA Convention Week speeches are available from the Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

Monday, April 25

ANPA Keynote Breakfast and General Session

- **Keynote address by ANPA Chairman and President William C. Marcil,** president and publisher, The Forum, Fargo, N.D.
- **Remarks of U.S. Sen. Daniel Patrick Moynihan** (D-N.Y.)

Associated Press Meeting

- **Remarks of AP Chairman Frank Batten, chairman and chief executive officer, Landmark Communications Inc., Norfolk, Va.**

Associated Press Annual Luncheon

- **Remarks of U.S. Sen. Robert J. Dole** (R-Kan.)

Clinic Sessions

"Newspaper TMC Success Stories"

- **Remarks of Don P. Campbell,** president and publisher, The Columbian, Vancouver, Wash.
- **Remarks of Woodrow G. Shadid,** advertising director, The Daily Pantagraph, Bloomington, Ill.
- **Remarks of David Targe,** executive vice president/marketing, Newsday, Long Island, N.Y.

"Three Approaches to Pagination"

- **Remarks of John B. Lake,** publisher and executive vice president, Times Publishing Co., St. Petersburg, Fla.
- **Remarks of William R. Freeland,** vice president of technology, Beacon Communications Inc., Acton, Mass.
- **Remarks of William R. Applebee,** publisher, Star-News, Pasadena, Calif.

"Newspaper Circulation Sales Strategies"

- **Remarks of John J. Brown,** senior vice president, Philadelphia Inquirer and Daily News
- **Remarks of Ralph Gibson,** vice president of circulation, The Miami Herald
- **Remarks of Frank H. Leeming,** publisher, Kingsport (Tenn.) Times-News
- **Remarks of Edward T. Parmelee,** vice president/marketing, Knight-Ridder Newspapers Inc.

Tuesday, April 26

General Session

Newspaper Readership Project Report—Newspaper Readership Council

"Newspaper Power . . . Selling It in 1983"—Newspaper Advertising Bureau

National Advertising From the Clients' Perspective

- **Remarks of Albert V. Casey,** chairman of the board and chief operating officer, American Airlines Inc.

Classified Advertising From the Clients' Perspective

- **Remarks of Richard J. Loughlin,** president and chief executive officer, Century 21 Real Estate Corp.

United Press International Annual Luncheon

- **Remarks of William J. Small,** president, UPI
- **Remarks of former Vice President Walter F. Mondale**

Clinic Sessions

"National Newspapers—What Can We Learn From Them?"

- **Remarks of John J. Curley,** senior vice president, Gannett Co. Inc., and president of the newspaper division
- **Remarks of A. Roy Megarry,** publisher, The Globe and Mail, Toronto

"Newspaper TMC Success Stories"

- **Remarks of Arthur Diaz,** vice president and general manager, Paddock Publications Inc., Arlington Heights, Ill.
- **Remarks of Ferguson E. Rood,** vice president/advertising and marketing, Atlanta Journal and Constitution

"How Our Competitors Sell Against Newspapers"

- **Remarks of Mark R. Arnold,** vice president/advertising, Gannett Co. Inc., and director of sales, USA Today
- **Remarks of James D. Mulla,** president and general manager, WLQV-AM and WCZY-FM, Detroit

Wednesday, April 27

General Session

"Megatrends Affecting Our Future"

- **Remarks of John Naisbitt,** chairman, The Naisbitt Group, Washington, D.C., and publisher, The Trend Report

"Newspaper Unions—New Directions Ahead"

- **Remarks of Charles A. Perlik Jr.,** president, The Newspaper Guild

ANPA Annual Luncheon

- **Remarks of President Ronald Reagan**

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speeches

Christy C. Bulkeley

John H. Haefner

Stephen Hess

Keith Fuller

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

- **What Are We Doing Here Besides Making Money?** Christy C. Bulkeley, president and publisher, The Commercial-News, Danville, Ill. Annual Journalism Awards Banquet, Baylor University, Waco, Texas, March 30.
- **The Information Society, The NIE and You. Some Trends and Guesses About the 1980s and 1990s.** John H. Haefner, ANPA Foundation educational consultant. ANPA Foundation Newspaper in Education Conference, Washington, D.C., March 31.
- **The Communication Question is Crucial to Our Society.** Jean Gerard, U.S. ambassador to UNESCO. ANPA Government Affairs Committee meeting, Washington, D.C., March 8.
- **The Golden Triangle: Press Relations at the White House, State Department and Department of Defense.** Stephen Hess, senior fellow, The Brookings Institute, Washington, D.C. War, Peace and the News Media Conference, New York University, March 19.
- **Confronting the Crisis in Mass Marketing.** Stephen P. Arbeit, senior vice president, director of marketing, Ogilvy & Mather, New York City. Advertising Research Foundation annual conference, New York City, March 8.

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From the ANPA Newspaper Safety and Health Symposium, San Francisco, March 24-25:

- **Update: Government Regulations.** Keith Fuller, director of employee relations, McClatchy Newspapers, Sacramento, Calif.
- **Telecommunications: Safety and Health.** Albert R. Blayer, assistant safety manager, The New York Times.
- **Occupational Medicine in the Newspaper Business.** Wayne O. Buck, medical director, Los Angeles Times.
- **VDT Legislation and Regulation.** W. Terry Maguire, ANPA general counsel; Claudia James, ANPA counsel.
- **VDT Labor Contracts and Negotiations.** Roy W. Anderson, ANPA vice president/human resources.
- **Noise Regulation Update.** George R. Cashau, ANPA Research Institute coordinator of operations.
- **The VDT Story: Ergonomics and Radiation Measurement.** Bernadette Pogozelski, ANPA/RI industrial hygienist.

ANPA calendar

May

ANPA Postal Committee meeting
The Colonnade, Boston, May 4

ANPA Press Bar Relations Committee meeting
Los Angeles Times, May 5

ANPA American Bar Association Task Force meeting
Kadison, Pfaelzer, Woodward, Quinn & Rossi law offices, Los Angeles, May 6

ANPA International Circulation Managers Association Newspaper Personnel Relations Association Circulation Managers Workshop
Stouffer's National Center Hotel, Arlington, Va., May 9-11

ANPA RI Advanced Offset Press Operations Seminar
ANPA Research Institute, Easton, Pa., May 9-13

ANPA Readership and Marketing Committee meeting
Vista International Hotel, Washington, D.C., May 24

ANPA meeting for newspaper cable managers
Colony Square Hotel, Atlanta, May 26

June

ANPA International Newspaper Promotion Association Strategic Planning Seminar
Scottsdale (Ariz.) Conference Center, June 5-8

ANPA Labor Relations and Technology Seminar
Las Vegas (Nev.) Hilton, June 10-11

ANPA Operations Management Conference and Exposition
Las Vegas (Nev.) Convention Center, June 11-15

ANPA Executive Committee meeting
Las Vegas (Nev.) Hilton, June 13

ANPA Traffic Committee
Las Vegas (Nev.) Convention Center, June 13

ANPA NPRA Newspaper Training Conference
L'Enfant Plaza Hotel, Washington, D.C., June 24-25

July

No conferences, committee meetings or seminars are now scheduled for July.

August

ANPA Labor Relations Seminar
L'Enfant Plaza Hotel, Washington, D.C., Aug. 21-24

Congressional Information
SRI Acquisitions Service Inc.
4520 East-West Hwy., Suite 800
Washington, DC
20014

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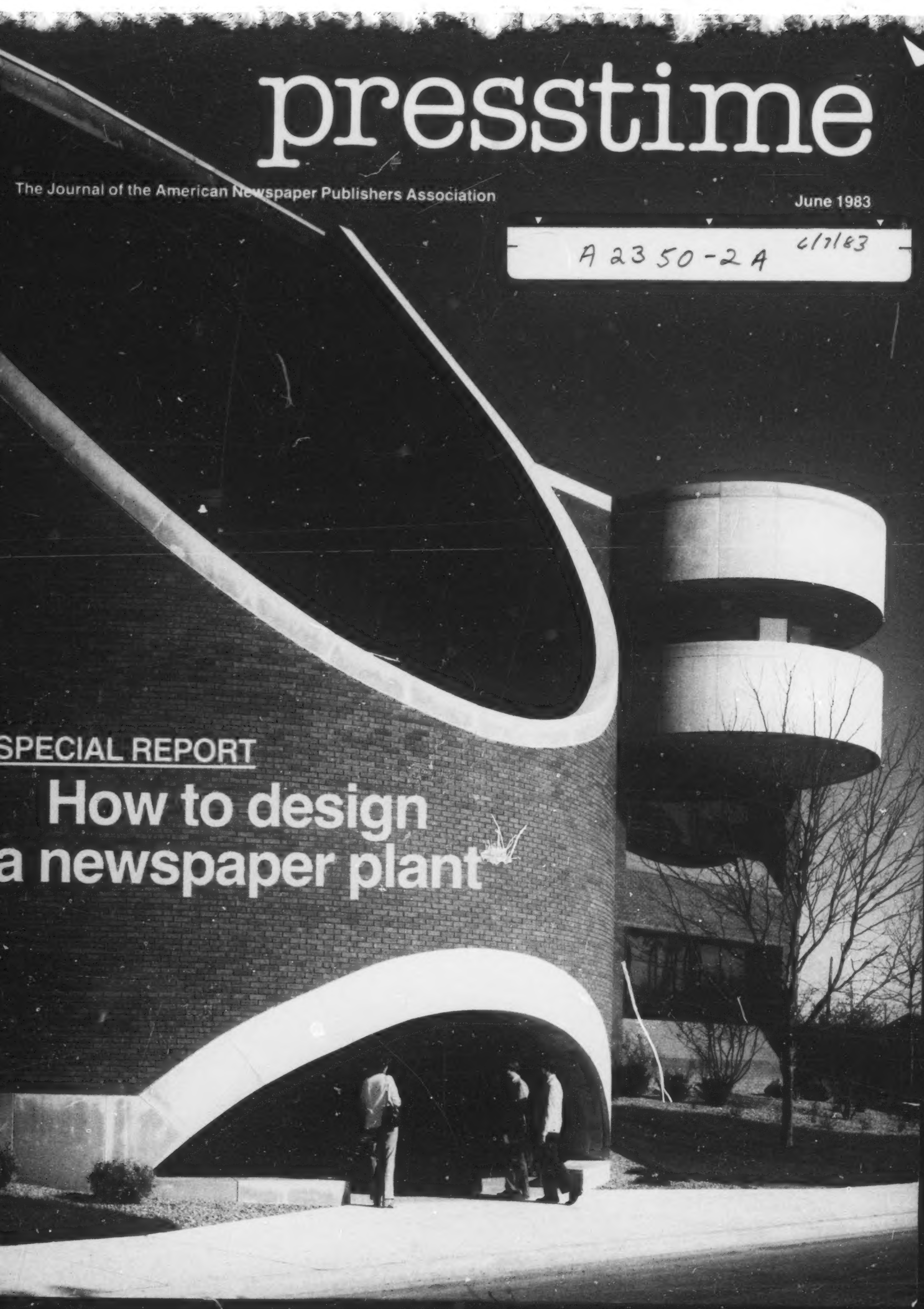

SPECIAL REPORT

How to design a newspaper plant

chairman's corner

Conference and Exposition will help meet new challenges

Our 97th Annual Convention—with a record-breaking attendance and a super program put together by Ray Shaw, his committee and the ANPA staff—is now behind us. We left New York better informed than when we arrived and better prepared to face the challenges that lie ahead for the newspaper business.

William C. Marcil

On June 11, we will open the 55th Operations Management Conference and Exposition in Las Vegas. Jack Lake, Ken Bronson and their committees have been hard at work to make this year's Conference and Exposition bigger and better than ever with an impressive program designed to help newspapers improve quality, efficiency and productivity.

As I told you in my Convention keynote address, there is a demand for excellence in all we do as newspapers—not just in our dealing with people and communities, not just in editorial excellence, but in every phase and segment of the newspaper business.

In April, we took a giant step to improve the excellence of service to our advertisers when the Association and NAB endorsed the voluntary Standard Advertising Unit system designed by the Working Committee on Advertising Standards. This new, voluntary system addresses the current trend of newspaper advertising being placed from national and regional locations. It will, I believe, simplify the advertisers' operations, reduce advertisers' cost and, ultimately, benefit the consumer. It is a good example of newspapers meeting the challenges of the future. One session at the Conference will further explain the new system and its advantages to various newspaper departments.

Other challenges to be addressed at this year's Conference revolve around improving newspaper quality and thereby increasing the public's use of and confidence in our products.

The three General Sessions at Las Vegas will provide an overview of various aspects of the business and how to improve them. Each of the eight symposia will focus on specific areas of interest, again with an eye toward improving quality, efficiency and productivity. The symposia range from human resources to robotics and from energy and distribution management to press conversions. You'll find more details about the program in the **technology** section of this issue.

On the Exposition side of the agenda, more than 200 exhibitors and manufacturers will present a cornucopia of state-of-the-art newspaper equipment. The exhibition will feature everything from color reproduction equipment and electronic cameras to computerized composing, production and circulation systems.

All in all, it promises to be an outstanding event from beginning to end. It will help your employees, your newspaper and the newspaper business reach the degree of excellence that we all seek and that the public demands.

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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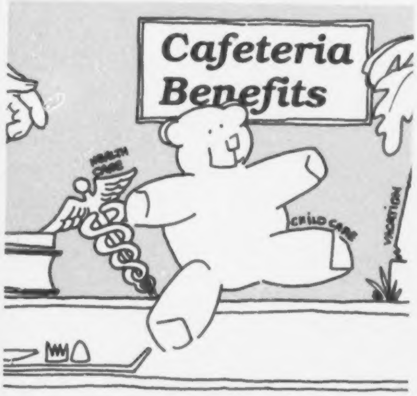

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Building a new plant

Designers offer numerous tips on how to end up with a functional facility

By Paul Kruglinski
presstime technical writer

One of the most exciting—and costly—events in a newspaper's history may well be the move to a new or expanded building.

The period leading up to such a move is certainly as critical as any a newspaper will ever face from a business-management perspective. Literally thousands of questions must be addressed.

They include major ones such as: Should the newspaper add on to the existing plant or build a brand new one? Should the paper remain downtown or move near the new shopping mall? Should it erect a remote printing plant and keep news and business offices in the central city? How should the building look?

There are also minor questions: Should there be common eating areas for personnel from both the front and back ends of the operation? Should there be a bicycle rack, and where should it go?

Each newspaper and its needs are unique. The Los Angeles Times (morning, 1,060,588) is constructing three remote printing plants costing $215 million while The Medicine Hat (Alberta) News (evening, 14,288) found its needs could best be met by constructing a $2.5-million, consolidated facility.

Still, there are common denominators making it possible for just about any newspaper to capitalize on the experience of others.

Eight architectural, engineering and building firms (they all call themselves designers) have assisted in the majority of newspaper building projects of recent years, and they say a newspaper can minimize cost and maximize efficiency by following these general guidelines:

- Do a lot of thinking. "Plan, plan, plan"—you can never do enough! "Don't just dive into the water," advises The Austin Co. of Cleveland.
- Get the whole staff involved early in the project. The optimum facility cannot be designed in a vacuum, notes the Pellegren Corp. of Denver.
- Involve key management personnel in planning and construction. This includes management of both the newspaper and the design firm, says Lockwood Greene Engineers Inc. of New York City.
- Bring an expert into the process. Retain an established newspaper plant designer or an ANPA specialist as a consultant, suggests Charles T. Main Inc. of Boston.
- Work closely with the designer and, generally, trust the designer's judgment. Be open-minded about new ideas. "If the architect is doing his job, he will stimulate the best and highest opinions in his publisher," says Ferry & Henderson Architects Inc. of San Antonio, Texas.
- Try to anticipate future needs. Designer J. Ben Penners of Lake Oswego, Ore., puts it this way: "One should provide for growth down the line. You have to sort of look ahead to see what's going to happen, and that's rather hard to do." Comments an official of Denver Design Associates: "I've never seen a mailroom that was too big yet."
- Have enough capital in a contingency fund to cover unforeseen changes. Most designers recommend that a newspaper hold in reserve about 5 percent of the cost of a new facility, or 10 percent for an addition.

The Leader of Corning, N.Y., is an example of a newspaper using the open-space concept. No walls separate the composing area (foreground) and the newsroom (rear).

Preliminary planning. The first step in tackling a building project and the questions associated with it is to form a "design team," the group of individuals who will coordinate the project. "The earlier you create your design group, the more efficient and economical your plant will be," says Robert Ginsberg of William Ginsberg Associates, New York City.

Typically, the design team includes the publisher, a consultant and a management person in production. Because of tax considerations associated with constructing new buildings and equipping them, the controller also might be a team member.

The preliminary-planning process overseen by the design team can take two years.

The team is responsible for developing cost analyses, a schematic plan, a step-by-step flow chart and related documents. Among them should be an "expansion consideration needs report," a conceptual plan that establishes and validates a newspaper's future needs, and a project procedures manual, containing all correspondence involving the team and minutes of its meetings. This manual eventually evolves into a master plan—"the bible for the project," says Lockwood Greene's Michael Luciano.

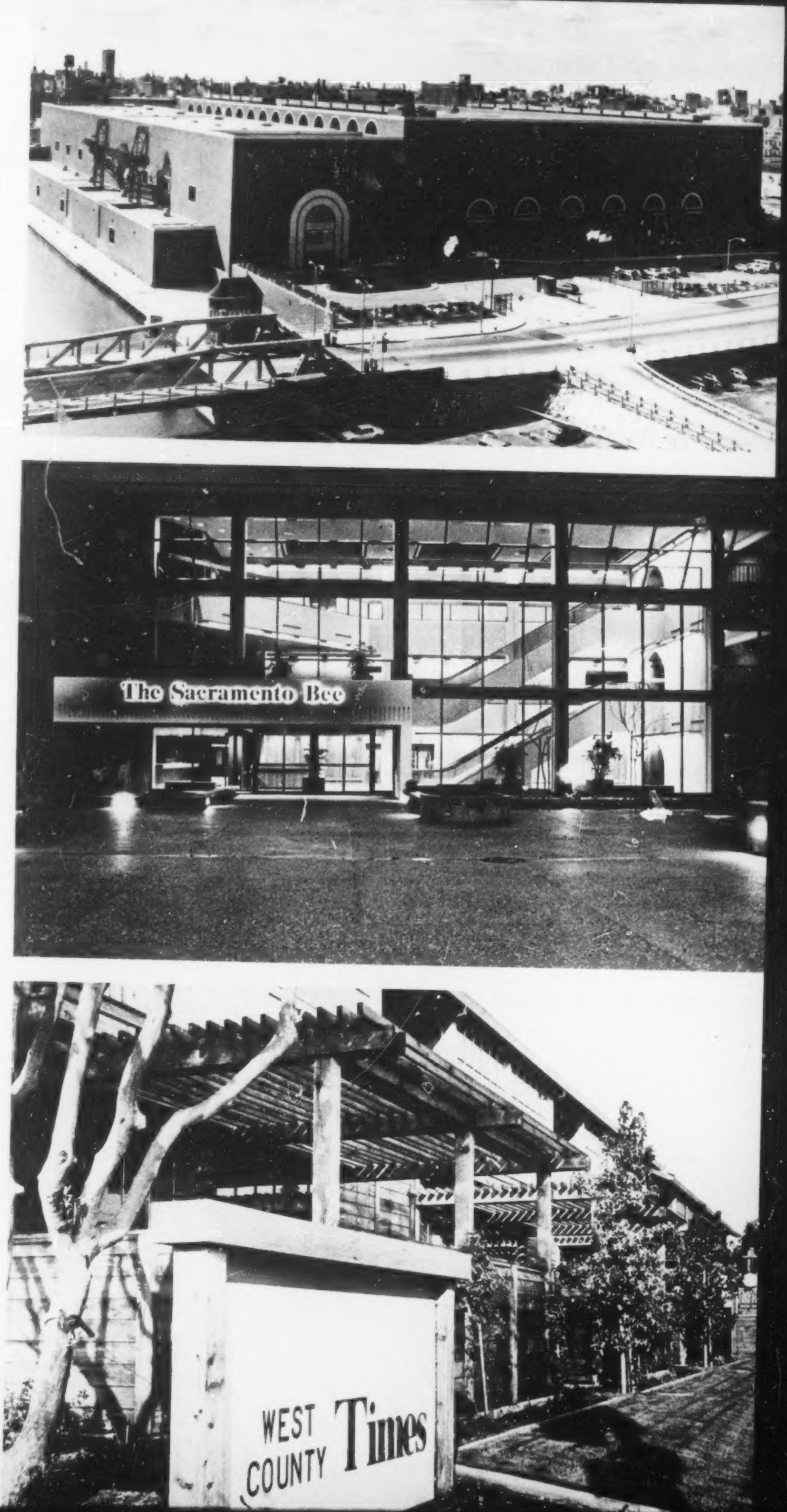
One of the design team's main responsibilities is to choose an architect, who then joins the team. The question often is whether to go with a local architect or a nationally known designer.

Arguing for the local approach to design is The Greeneville (Tenn.) Sun. In response to a Southern Newspaper Publishers Association survey conducted last year among 30 small newspapers, the Sun advised:

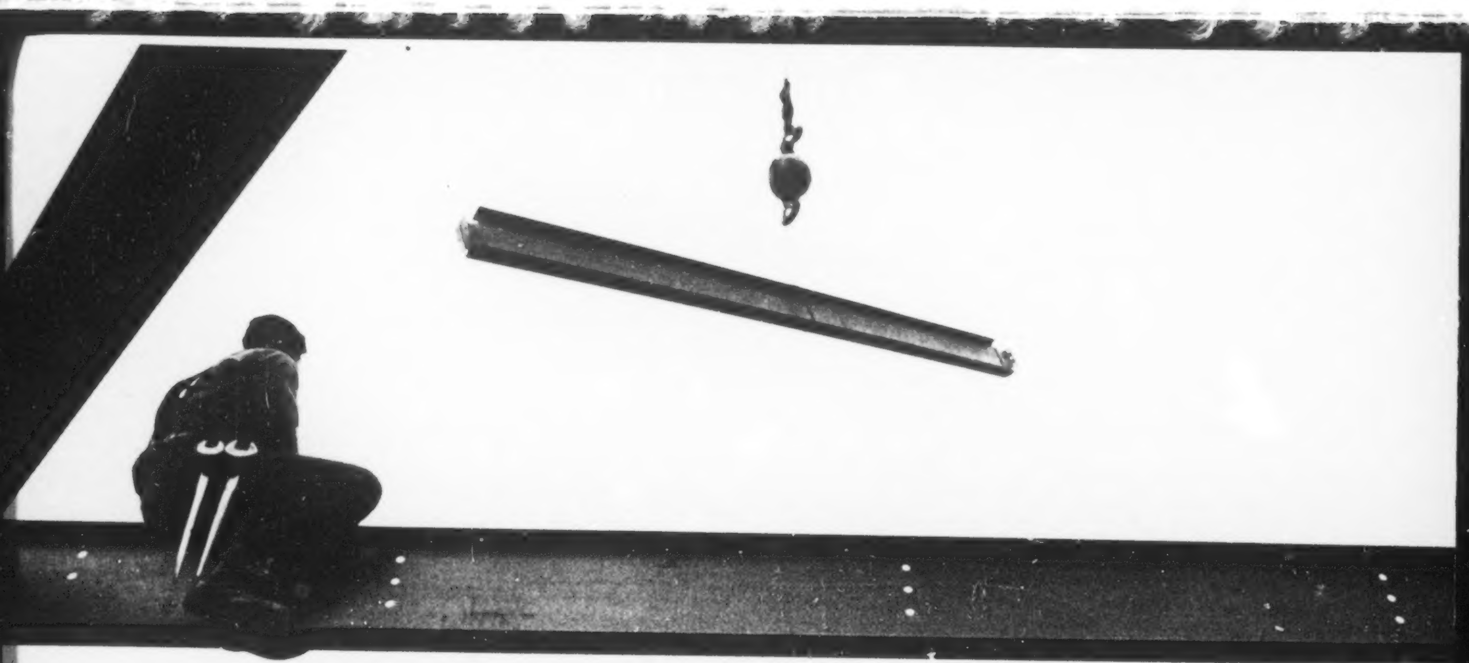
"If you have a competent architect in your area, use him. Let him see how you do business on a daily basis. Arrange meetings with staff on every level. This will be less expensive and far easier for you. There will be many times during construction and afterward when your architect will need to be on the scene fast. . . . (We) also recommend using the plant planning staff of the American Newspaper Publishers Association to help your architect."

Some of the "name firms" in newspaper plant design also see the benefits of using a local architect. Ginsberg of William Ginsberg Associates points out, "Local architects know the local codes and regulations better than an architect outside of the area. In that sense they could be important."

But some other nationally known designers maintain that local architects lack the expertise to avoid costly mistakes. Says Oregon designer Penners: "Sure, (local) architects can learn" the intricacies of newspaper plant design, "but it's a long, drawn-out procedure."



New plants range from the Chicago Tribune's $186-million Freedom Center production facility (top), to The Sacramento (Calif.) Bee's $42-million remote printing plant, to the $600,000, redwood-sided building that houses all departments except production of the West County Times in Pinole, Calif.



The cost of using an architect familiar with newspaper plant design is about the same as using a local, general architect, according to Nate Hemenway of Denver Design.

Charles T. Main's Harold Hoch says, "Take advantage of the expertise that's available. The added expense of a good architect is worth it." Major newspaper designers can make equipment recommendations that are beyond the scope of local architects, he points out.

Choosing the site. Before the architect designs the facility, the newspaper must choose a site for its new or expanded building. The selection, according to the experts, should be based on projected growth, the availability of land, practicality, aesthetics and, probably paramount, how the publisher views the function of his newspaper within his community.

One school of thinking is that a small- to medium-size newspaper should stay downtown if enough land is available. Unlike some other businesses, a newspaper is a visible, integrated part of its community. Readers stop by to drop off notices, place classified ads and get information. Often times, most news sources (e.g., municipal officials) and the bulk of advertisers are located downtown. Moving might alienate the newspaper from the people it serves and impede work flow.

The main problem with remaining downtown is land: It costs more than outlying property. And there may not be enough land or enough available property contiguous to a particular site to accommodate future expansion.

A number of smaller-circulation papers have found it more practical to expand their downtown facilities—particularly the editorial and business offices—by moving production operations out of the downtown area. The outlying production plant allows the newspaper to meet expanded production and preprint requirements more economically and efficiently.

A newspaper's greatest space consumer is its distribution function. Thus, for a newspaper anticipating a lot of growth in circulation and in preprints, the question of land availability becomes even more critical.

Efficient distribution might dictate relocating outside the downtown area for reasons of traffic congestion, inadequate parking and declining in-town circulation coupled with booming outside-town readership.

Site selection also should take into account such things as accessibility to interstate highways, the distance from a rail line and/or a navigable waterway, waste disposal and soil analysis—especially where the press will sit.

Other considerations can include tax rates, the availability of government-backed, low-interest loans and possible utility discounts.

Designing the facility. Site selection is followed by actual plant design. Earl Wallace Henderson, Ferry & Henderson, suggests planning 1.25 to 1.5 square feet per copy circulated. ANPA Vice President/Technical William D. Rinehart suggests a formula of one square foot per copy.

"Make the building fit the process, instead of the process fit the building," says Hoch of Charles T. Main. "The most important thing to a newspaper is the work flow."

Despite their uniqueness, all newspapers function similarly. Their departments are interdependent. Their work flows the same way: advertising and editorial matter in one end and the product out the other.

Often the size of the newspaper and the technology used are the variables in determining work flow. While the distance between the front and back end may be 100 feet at a small daily, that distance at large newspapers may be from several miles (for microwave-linked remote plants) to thousands of miles (for satellite-linked plants).

For a small daily, a rectangular structure moving copy directly from the front end to the back end is probably the simplest, most cost-effective and most efficient design.

However, because most medium-size newspapers use two-story press areas, the most effective design might not be the straight line. In this case, the corporate and business offices might be located on the third floor, editorial and display advertising on the second (nearest the pressroom), with classified and personnel offices on the first. One thing to remember, though, is that multi-story buildings cost more.

On costs in general, ANPA's Rinehart says the average newspaper can expect to spend, excluding equipment, between $85-100 per square foot on construction costs for the facility.

A final consideration in plant design is expandability: Any future plant expansion should not disrupt work flow. "In most cases, but not all, future-expansion considerations are paramount," The Austin Co.'s Leonard E. Elliott says. "The useful life of a newspaper facility may be fore-shortened and productivity gains lost if room for growth is unavailable when needed."

By departments. In the design stage, the mailroom again should receive extra scrutiny. It can be a headache, too, because of the uncertainty about the future storage needs for inserts—which could fluctuate dramatically if there are significant changes in postal rates—and about the direction of still-evolving inserting-machine technology.

John Pellegren of the Pellegren Corp. points out that "inserting preprints used to be a problem primarily Sundays and Wednesdays. But now it's getting to be a problem every day. Automated handling is more critical at larger newspapers, but as the cost comes down, more medium-sized newspapers will be using the equipment."

The increased use of zoned editions also has affected mailroom design.

If a newspaper is in a growth area, planning for adequate newsprint storage space is imperative. But a newspaper would also want to consider the manner in which newsprint moves from storage to the press.

Rinehart says there should be a conveyor system at large newspapers to transport the newsprint rolls—and a backup system in case it fails. "You don't want to stack your newsprint 10 rolls high, then find out you can't get it to the press if the system fails," he notes.

Henderson of Ferry & Henderson advises: "You've got to think about aisles, how you're going to get at the product."

Storing ink presents its own, distinct problem—particularly storing color ink drums.

"There are some environmental problems with 55-gallon drums," Denver Design's Hemenway says. "They're like spent uranium: hard to get rid of."

Virtually any newspaper would need to set aside enough space for its ink storage tanks. If the newspaper has more than one press line, it may need space for more than one tank. And given the increasing use of color at many newspapers, space may be needed for individual tanks storing spot and process color inks.

Fire prevention must be observed not only during construction—when 90 percent of fires at newspapers occur—but even earlier during the design phase. "Thought should be given to isolating the press from the newsprint," Rinehart says. "There should be smoke and heat releases in the roof and drains across the floor of the newsprint storage area."

The high cost of presses makes having an adequate fire-prevention system in the pressroom a requirement.

If the newspaper can afford it, a carbon-dioxide extinguishing system and a backup sprinkler system would be the wise choice, according to experts.

In this configuration, the carbon dioxide would first be used to extinguish the fire. Secondarily, an ion detector would trigger a release valve that floods the sprinkler system with water, but the water would not be released until temperatures reached a predetermined level.

Adequate space for the pressroom is critical. Like the mailroom, a narrowly designed pressroom will impede work flow. And given the fact that equipment for the pressroom usually accounts for 75-90 percent of a facility's total price, cost considerations here are paramount.

"As the investment in equipment consumes an ever-larger share of the capital budget, maintenance will loom as a bigger and bigger concern," says Elliott of The Austin Co. "That will necessitate the design of production facilities to allow greater accessibility to the equipment. We are going to see larger spaces and cleaner environments in production areas because, in the long term, these developments are going to become economic imperatives."

Pressroom noise is another consideration. To comply with federal noise regulations, many papers have built a "quiet room" for press operators [presstime,, Feb. 1982, p. 38].

The designers feel the press foundation should be designed not only to accommodate the life of the press but also to allow for technological developments; otherwise the plant's useful life may expire when the press does.

Most newspapers are still thinking offset when they decide to build, but future economic and technological factors may change that attitude. As quality with ANPAPRESS™-type presses improves, designing around a flexographic press could include more than just energy cost savings.

"The (newsprint) waste factor at newspapers using offset presses is extremely high," observes Luciano of Lockwood Greene. "Flexographic presses may drop that factor." If flexographic-type presses do reduce newsprint waste, storage needs for the start-up waste would be reduced.

Although future expansion in the mailroom and pressroom should be primary design considerations, the exact opposite is true in the composing room. As Rinehart points out, "One computer typesetting machine can do more than a city block full of Linotype machines."

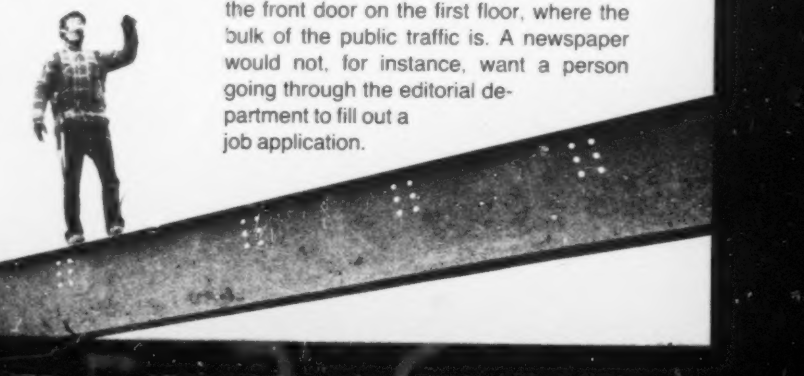
Newspapers planning to install electronic-page-layout, or pagination, systems will, of course, want to take into account the reduced space needs of the composing room. Yet space shrinkage in the composing room might be offset by space requirements of the computer hardware required to support a pagination system.

The step after pagination—computer-to-plate printing—would mean that the platemaking area could be simply a corner of the pressroom holding one or two laser platemaking machines.

However, pagination and computer-to-plate equipment is very expensive, and the experts expect that most 20,000- to 80,000-circulation newspapers will continue to paste up pages manually for the foreseeable future.

The front end. The technological revolution is affecting the design of front-end operations more than ever before. The key areas in terms of design are work flow, electronics, energy conservation and telecommunications.

Thinking about work flow will lead to logical conclusions about positioning departments. Classified and personnel departments are better positioned at or near the front door on the first floor, where the bulk of the public traffic is. A newspaper would not, for instance, want a person going through the editorial department to fill out a job application.



If there is considerable interaction between the editorial and display advertising departments, they should be in proximity.

Computers and telecommunications technology have significantly altered the way flooring is designed. To facilitate movement of electrical equipment and office furniture, the designers favor using either raised or sunken floors with conduits for the electrical wires in the news, display-advertising and computer departments.

The designers point out that static-free tile carpeting minimizes technical problems in areas housing computers. As in the case of nonpermanent walls, it is tax deductible.

Like the presses, the expensive equipment in the computer areas needs special attention in terms of fire prevention.

Water can be more damaging to computers than fire, so a newspaper should have a gas-emitting system as the primary fire extinguisher, experts say. As a backup, there should also be an ion detector to flood the system's pipes with water so that when heat reaches a certain temperature, the sprinklers would shower the computer area with water.

In planning its new business and editorial offices, a newspaper must determine whether it wants private offices, bay offices or a combination of the two.

Most designers strongly favor employing the "open-space concept" that involves a minimal use of permanent walls. "People thought it would be disruptive, but it isn't," Penners says.

Although the front end of any newspaper building needs a certain number of private offices, the open-space concept allows greater flexibility for lighting, heating, air-conditioning and sprinkler-system needs.

"If it's properly baffled with plants and acoustics," Pellegren says, "it works quite well. The disadvantages are quite small compared to the advantages," which include cheaper construction, cheaper maintenance, energy savings and more flexibility for growth.

The proper use of partitions is important. The object in planning for an open-space concept is limiting visual distractions yet maintaining some background sound.

"You build a visual container more than

Publishers tell what went into their building plans

The new State Journal-Register's consolidated operation in Springfield, Ill.,(see cover photo) is a good example of how intangible considerations can affect the design of a newspaper facility.

On its editorial page, the newspaper runs the following quotation:

"The Journal paper was always my friend . . ."

A. Lincoln
June 18, 1864

Because the plant is situated across the street from Lincoln landmarks, Springfield history figured into the plant's design. But there were more pragmatic considerations, too.

The paper (all-day, circulation 69,925) had its advertising, editorial and production facilities in separately located, cramped quarters. "We just outgrew ourselves," says Publisher John P. Clarke.

The newspaper made efficiency and work flow paramount concerns. "The most important consideration was the function of the building and interaction of each department," Clarke says. "The most challenging part of the project was projecting needs in 15 years."

Although the results aren't always as spectacular as Springfield's, many newspapers expand for the same basic reasons: inadequate space and desire for a more efficient facility.

According to Erwin R. Potts, vice president of The Sacramento (Calif.) Bee (morning, 228,764), the standard problems of a cramped mailroom, the need for new presses and the undesirability of an old, unattractive building prodded the newspaper to spend $42 million for a new facility.

The Medicine Hat (Alberta) News (evening, 14,288) had some typical, smaller-newspaper problems that forced it to build. Like many smaller newspapers, the News is increasing circulation: The growth forced the newspaper to relocate to a $2.5-million facility outside of the downtown area.

"We required more room," says John A. Weimer, the newspaper's business manager. "Our total operation is growing."

There are several variations on the "need more room . . . equipment worn out" theme, but generally those concerns are at the base of all new plant decisions.

The Record (evening, 149,877) of Hackensack, N.J., felt its aging equipment was not adequately meeting the needs of the 72 northern New Jersey communities the newspaper serves. Richard E. Lewis, vice president/operations, says the newspaper desired more color and improved printing quality. The Record decided its needs could best be met by constructing a $65-million addition.

The Chicago Tribune (all-day, 756,877) built its state-of-the-art Freedom Center for financial and management reasons. According to Charles T. Brumback, the newspaper's president and chief executive officer, the decision to build Freedom Center was "based on whether we wanted to stay in the newspaper business in Chicago."

Brumback said the old facility's equipment was obsolete, the environment was counterproductive to work efficiency and the newspaper's famous downtown high-rise was not suitable for modern-day newspaper production.

The cost of building an addition or new facility can be astronomical. In the case of the Tribune, Freedom Center cost $186 million—to date, the nation's most costly newspaper printing plant.

For the most part, the decision to spend the money is based ultimately on growth. "Find out your needs," Brumback says. "You decide how much it's going to cost to meet your future needs."

Sacramento's Potts adds that there is no formula to determine cost. "You spend what you have to spend to get the job done," he

The New York Times' remote plant at Carlstadt, N.J., includes a spacious mailroom where preprinted sections are stored and later inserted into the paper.

anything else," Henderson says. "Sight and sound are the main distractions, and sight is the bigger of the two. Some background sound gives an office an audio dimension."

However, Luciano says poor planning can give an open area a closed-in, "bull pen" effect.

Another important consideration is storage. "Even with meticulous planning," says Pellegren, "you wind up with storage being eaten up. Provide for adequate storage and then some."

Energy considerations. Since the Arab oil embargo a decade ago, newspapers have made energy efficiency a standard part of their building plans [presstime, Oct. 1982, p. 40; Oct. 1979, p. 6].

For climate control, there are some general considerations that apply to the whole facility.

For instance, the building should have a separate air-conditioning system for the computer room and a backup system, too.

A central heating/air-conditioning system zoned for each department saves power and money because some departments may operate while others are closed.

Penners recommends keeping the plumbing and climate-control conduits in the ceiling "so if you want to make a change, you don't have to tear up the floor."

Higher-voltage lighting is more efficient and cheaper because less copper wire is needed. Designers warn against using

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says. "And it's a constant battle to hold down costs."

Lewis of Hackensack says a newspaper's view of its readership and of the communities it serves also determines the ultimate cost. "The newspaper decides what is its commitment to the community," he says, "and what that commitment is worth."

Once that commitment is made, there are myriad ways a newspaper can finance construction and purchase equipment, according to Management Planning Inc., a New Jersey-based financial consultant. Most publishers use a combination of financial vehicles to underwrite the costs.

Publicly held companies have greater access to external capital markets than private firms because the public firm can issue additional stock and/or bonds or place private debt with other institutions. The private firm must usually rely on retained earnings, their credit lines with banks, or on state and municipal industrial development bonds.

The Economic Recovery Act of 1981 sparked construction by decreasing depreciation for a new building from 40 to 15 years and for most equipment from 10 to five years. There also is a one-time, 10-percent direct tax credit for new equipment.

Many newspapers still make their capital investment for expansion and construction from cash reserves, but the experts warn that accumulated earnings must be verifiably earmarked for such capital improvements or they will be subject to additional taxes and penalties. One way to avoid problems with the Internal Revenue Service is to keep detailed records of corporate meetings dealing with capital expenditures.

How equipment is classified can mean huge savings. If, for instance, the air conditioning is linked to the computer equipment or press, which can be depreciated much more quickly than the building, the air-conditioning equipment itself can be depreciated more quickly.

Regarding financing in general, Brumback points out, "You do what's best at the time." Clearly, expert financial and legal advice are necessities.

Besides cost and financing decisions, newspapers must resolve many concerns affecting how the plant will look and function.

Brumback says the Tribune had to ask itself, "Do we build (production) in one plant or do we build remote plants in the suburbs?" The Tribune, of course, opted for one, huge production plant—Freedom Center.

For The Medicine Hat News, computerization needs and the structure of newspapering 10 to 15 years hence were major concerns.

Some publishers observe that architects tend to be creative people with an eye directed more at flair than at the bottom line. Newspaper executives who have recently built plants advise their colleagues to be prepared to spend much time looking over designers' shoulders.

"Architects tend to be idealistic and want to create monuments," Potts notes. "But we wanted a clean, simple, modern plant. Our emphasis was on functionality."

Brumback comments: "Our professional team delivered in spades, but you have to stay right by their side. To get what you want, you have to stay close to the project."

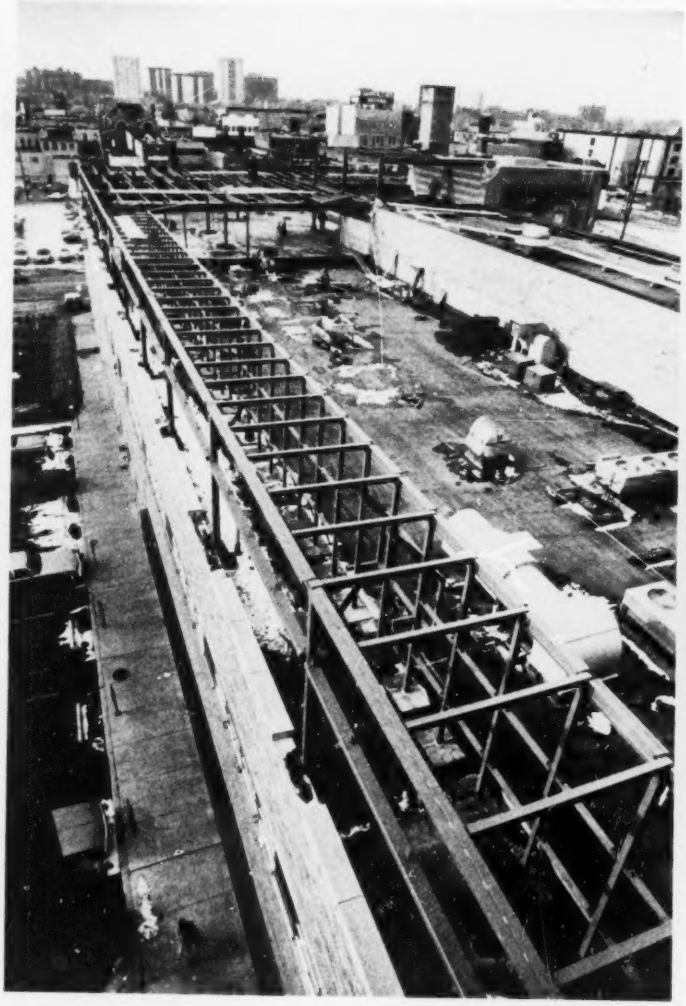
Clarke adds: "You have to understand what you want, then translate that to the architect."

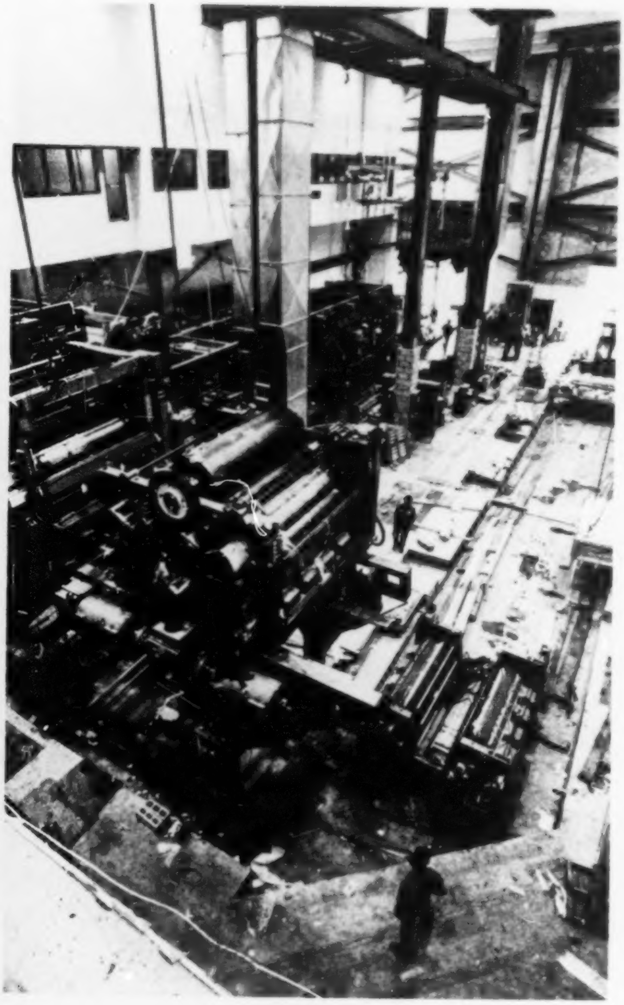
Sometimes the completed facility will have pleasant and functional features over and above aesthetics and efficiency, and Clarke's office at The State Journal-Register is a good example.

Springfield is not only the capital of Illinois but also the county seat and the location of several federal buildings.

All the government buildings are located near each other, and Clarke's office was laid out in such a way that it overlooks the government complexes. Through the semicircular expanse of glass in his office, the publisher of The State Journal-Register can literally "watch" the federal, state, county and municipal governing bodies under his "watchdog" responsibility.

Mr. Lincoln, the Journal is still your friend.





At The Record in Hackensack, N.J., a third story rises from the roof of the original two-story plant (left), and workers are dwarfed during press installation (right).

bargain-basement light fixtures because they consume more electricity and do a poorer job of distributing light.

Henderson says ambient and task-oriented lighting is work and energy efficient, particularly in the open-space concept and VDT work areas.

For energy-saving as well as ergonomic reasons, new facilities should have smaller windows, they say, except in artists' work areas.

Double doors in the main lobby and at the employees' entrance help keep outside weather out of the building, but they should be wide enough apart so that the first door closes before the second can be opened. A slight, positive, atmospheric pressure inside the building—created by the heating/air conditioning system—helps to minimize the flow of outside air through the doors into the building.

Insulating the building is a prime consideration in terms of where the insulation is placed within the facility, how the building is sited (Does it have a southern exposure?) and what the local climate is.

Insulating the ceilings might cause technical problems with lighting fixtures. But the roof should be heavily insulated. And if the insulation is installed on top of a flat roof, it should be sealed with a rubber membrane and tapered 2 percent to allow water runoff.

The major consumer of energy at a newspaper is, of course, the press. Thus, the press should be a focal point in a newspaper's strategy to reduce energy costs in its new quarters. The power-hungry press can wreak havoc with energy-sensitive equipment—particularly computers. Part of the problem can be solved by choosing computer equipment with built-in, peak-load protectors.

Also, a computer-controlled electric panel, which regulates the flow of electricity throughout the building, is a desirable but costly feature for a newspaper plant. When the press starts up, power is automatically diverted from other equipment to the press. The power drop in the lighting and air conditioning is unnoticable.

Another desirable feature in this area is an uninterruptible power supply that permits an orderly shutdown of the newspaper's energy-sensitive equipment during power failures.

Telecommunications. Unlike the press, which has been standard equipment at newspapers since the days of Gutenberg, some newspaper-related technologies have manifested themselves only recently.

Satellite receiving dishes were considered "Buck Rogers" paraphernalia as recently as the early 1970s. Now, with wire services in the process of switching to transmission of news by satellite, placement of a dish should be considered in a newspaper's architectural planning.

Most designers favor installing it on the roof. "A roof-mounted dish stops vandalism," Luciano says, "but it will be more costly." However, some other designers say the added cost is "pennies."

Wind presents problems with dishes. "Sometimes you have to build shields around them," Ginsberg says, "or use the building as a shield." Nearby trees or buildings also can interfere with reception.

Although the publisher may be proud of his new dish, Pellegren points out that neighbors might not share his opinion. "You have to be careful; there are aesthetic problems when it's on the ground. It's not the most desirable thing to have out there. On a larger newspaper, though, they're almost forced to put it on the roof."

Kathleen Criner, ANPA director/telecommunications affairs, says some local ordinances may restrict placement of the satellite receivers, which typically are 10 feet in diameter.

United Press International has started using a smaller dish that can be mounted on the side of a building, reducing placement problems.

Another telecommunications process affecting facility design is the telephone system. The telephone is often the core of the newspaper's editorial, classified and display-advertising departments. And the impending break-up of Ma Bell is luring many entrepreneurs into the telephone-equipment marketplace.

Publishers are left with a somewhat bewildering array of telephone equipment from which to choose, and newspapers involved in a building plan should make their choices at an early date so the structure can be properly wired.

Other factors. Often in building a new plant, the area surrounding it does not receive enough attention, the designers say.

Planning for current and future parking needs, making sure newsprint and preprint deliveries don't interfere with mailroom distribution, determining how best to coordinate traffic flow in and around the facility—these and other considerations directly affect efficient work flow.

"Often newspapers need more truck space, not more presses," Ginsberg says.

Newsprint and mailroom docks are better placed on opposite sides of the building, because the configuration will facilitate getting in the raw newsprint and getting out the finished product. But this can be a luxury for smaller newspapers with limited land or capital.

Penners recommends that smaller newspapers "always have a dock leveler to facilitate loading and unloading. It's the best way to handle newsprint. Always keep the handling of newsprint to a minimum."

Whatever vehicles are moving on or off the site, there must be adequate parking for the present and the future. Although the parking lot is not a visual part of the facility, the space allotted there will directly affect how efficiently the physical facility will function.

There are many more seen and unseen variables that influence the planning that goes into designing a new newspaper facility, such as zoning laws, waste-disposal rules, health and safety regulations, and labor costs and contractual obligations.

There probably never was nor ever will be a facility designed where nothing could be improved upon after the building is finally constructed. But all of the leading newspaper designers say that the more thought the newspaper puts into the design, the fewer changes and mistakes there will be in years to come. "Plan, plan, plan"—and then some, they reiterate. □

List of newspaper plant designers

ANPA-member newspapers invested more than $800 million in new plant construction, improvements and equipment last year, and more than $3 billion over the last five years, according to ANPA Research Institute statistics. The eight firms interviewed for this **special report** garnered a healthy share of those expenditures.

- ***The Austin Co.*** The 106-year-old architectural, engineering and building firm is a designer of a variety of industrial facilities throughout the world. Since World War II, it has contributed to the design of more than 200 newspaper facilities. Headquarters: 3650 Mayfield Road, Cleveland, Ohio 44121; (216) 291-6619.
- ***Denver Design Associates.*** The eight-year-old architectural and engineering firm specializes primarily in newspaper facilities. The principals of the firm have handled about 100 newspaper plants. Headquarters: 2755 S. Locust St., Denver, Colo. 80222; (303) 758-7763.
- ***Ferry & Henderson Architects Inc.*** The 22-year-old architectural firm has designed four newspaper facilities for The Copley Press Inc., including The State Journal-Register of Springfield, Ill., featured on this month's presstime cover. Headquarters: St. Paul Square/123 Heiman #3, San Antonio, Texas 78205; (512) 223-4814.
- ***William Ginsberg Associates.*** The 50-year-old architectural and engineering firm specializes in newspaper facility design. It has helped design more than 150 newspaper plants. Headquarters: 331 Madison Ave., New York, N.Y. 10017; (212) 687-6693/6356.
- ***Lockwood Greene Engineers Inc.*** The 150-year-old architectural and engineering firm designs many types of facilities, and it has participated in the construction of some 350 newspaper facilities throughout the world. Headquarters: 200 Park Ave., New York, N.Y. 10166; (212) 687-0630.
- ***Charles T. Main Inc.*** The 89-year-old firm is another architectural and engineering company that designs and builds a variety of facilities throughout the world, including more than a score of newspaper facilities in the last three decades. Headquarters: Prudential Center, Boston, Mass. 02199; (617) 262-3200.
- ***Pellegren Corp.*** John Pellegren, the firm's president, specializes in newspaper facilities. In the last 22 years, he has worked on approximately 50 such plants. Headquarters: 5 Denver Technological Center-3002, Englewood, Colo. 80111; (303) 770-7812.
- ***J. Ben Penners.*** Penners began specializing in newspaper facilities about 20 years ago when newspapers started going offset. Since then, he has designed about 90 facilities for smaller newspapers across the continent. Headquarters: P.O. Box 1454, Lake Oswego, Ore. 97034; (503) 635-2493.

Among other firms that design newspaper facilities is ***Wigton-Abbott Corp.*** of Plainfield, N.J.. It designed The Newspaper Center building in Reston, Va., and the $6-million addition ANPA's technical staff is about to occupy.

ANPA to file briefs in libel, ad cases

ANPA will file friend-of-the-court briefs with the U.S. Supreme Court on behalf of press interests in two cases the court has agreed to hear and another that it is being requested to review.

Two of the cases raise questions about legal procedures that often have worked to the media's benefit in libel cases, and the other challenges a ban on liquor advertising in Oklahoma.

Also, the ANPA Press/Bar Relations Committee has recommended filing an *amicus curiae* brief in a reporter-privilege case before the Washington State Supreme Court.

The U.S. Supreme Court cases in which ANPA will file are:

• *Bose Corporation v. Consumers Union*. Bose claims it was libeled by product review of loudspeakers in the May 1970 issue of Consumer Reports magazine. A U.S. District Court ruled that statements of two people judging Bose speakers were false and disparaging, and it awarded Bose a judgment of $210,000.

The 1st U.S. Circuit Court of Appeals overturned that decision in a *de novo* review—that is, a ruling that independently considered all evidence in the case and not just the lower court's ruling. The appeals court found that Bose is a "public figure" corporation, which would require it to demonstrate actual malice by Consumers Union to prove it had been libeled.

In its Supreme Court appeal, to be argued next term, Bose contends that *de novo* review was inappropriate and should be thrown out.

Media lawyers say many trial-court libel judgments against newspapers are reversed in *de novo* review, and a Supreme Court decision preventing or limiting its use could be detrimental to the press.

• *Calder v. Jones*, in which a reporter and editor of the National Enquirer seek dismissal of a libel suit filed in the California state court system by entertainers Shirley Jones and Marty Ingels.

The editor and reporter contend that because their weekly tabloid is published in Florida, it cannot be the target of a suit filed in another state [presstime,May 1983, p. 30].

Media lawyers have expressed concern that the case could set a precedent whereby libel plaintiffs in other cases could file suits in states other than that of publication.

• *Cablecom General Inc. v. Crisp*, in which four cable companies have asked the Supreme Court to hear their arguments that Oklahoma's ban on advertising alcoholic beverages violates the First and 14th Amendments as well as the Federal Communications Commission's "must-carry" rules. The high court has not yet decided whether to review the case.

The 10th U.S. Circuit Court of Appeals in January upheld Oklahoma's liquor ad ban, which applies to in-state newspapers as well as cable systems and other media.

In addition to their constitutional arguments, the cable operators note that many of their signals containing wine advertising originate outside Oklahoma where there are no bans on advertising.

Under FCC rules, the cable operators point out, they may not delete portions of programming that was originally aired by a broadcast station. The cable operators add that as a practical matter, it would be impossible to black out each wine ad as it is received for cable transmission.

The cable operators filed suit in U.S. District Court after being warned by state officials that they would be prosecuted for violating the state's liquor-ad ban. That court decided in favor of the cable operators in December 1981 but was overruled by the 10th Circuit.

The 5th U.S. Circuit Court of Appeals subsequently issued a conflicting decision. It declared unconstitutional a liquor-ad ban in Mississippi—the only state besides Oklahoma that has an outright ban against such advertising. The 5th Circuit opinion was stayed, however, pending a hearing of the case by the full bench of that court [presstime, April 1983, p. 12].

In the Washington Supreme Court case, *State of Washington v. Theodore Rinaldo and The Everett Herald*, The Herald has appealed a decision that it must turn over a reporter's confidential notes to a trial judge for inspection. The case stems from a criminal defendant's subpoena of those notes.

The Washington Court of Appeals ruled in the case that there is a qualified reporter's privilege in criminal cases, but it said the trial judge should balance the reporter's and defendant's rights after reviewing the materials. The state Supreme Court earlier had recognized a qualified reporter's privilege in civil cases.

Meanwhile, the Associated Press has asked the U.S. Supreme Court to hear another libel case, *Associated Press v. Bufalino*, regarding public-figure status [presstime, Jan. 1983, p. 15]. ☐

Estlow examines growth of libel suits, lists points when buying libel insurance

The number of libel cases has climbed at "an alarming rate" since 1972 because of unfavorable developments in libel law, "less than satisfactory courtroom performance" by some lawyers, "less than professional writing" and the willingness of some reporters "to take a high risk."

Those are the views of Edward W. Estlow, chairman of the Newspaper Insurance Advisory Group—formerly the Premium Fund Committee—that advises Mutual Insurance Co. Ltd.

Mutual offers libel insurance for ANPA members and for nonmember weeklies. Estlow is a member of Mutual's board of directors.

Since its founding 20 years ago, the Hamilton, Bermuda-based company has paid out $22 million for libel-suit defense and judgments relating to 4,500 cases, Estlow said in a report to the May convention of the American Society of Newspaper Editors. (See story, page 20.)

Mutual currently has in its files 2,272 active libel cases representing a total liability of $27,583,995, he said.

Mutual's records show that large daily newspapers are primarily responsible for "bad loss experience," Estlow added. For example, from August 1969 to July 1981, 62.8 percent of payouts went to dailies with circulations greater than 100,000; half

Court briefs

A U.S. District Court judge ruled that Daily Press Inc., publisher of The Times-Herald and Daily Press of Newport News, Va., **must cease distribution of a free-circulation newspaper** in the Williamsburg area, which is served by a competing free newspaper.

Judge Robert G. Doumar also said another free paper produced by Daily Press Inc. may be distributed only if it raises ad rates. And he prohibited any discounts or other special deals for advertisers using that publication without his prior approval.

Doumar issued the order after Advantage Publications, publisher of three free papers, filed suit against Daily Press Inc. alleging it violated antitrust law through predatory pricing and other unfair practices.

The daily newspaper company said the charges were unfounded and added that Doumar's overly broad injunctive remedy pending a trial violated the First Amendment. The company said it was considering an appeal.

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The Honolulu city and county councils have decided not to appeal dismissal of their antitrust suit against The Honolulu Star-Bulletin and The Honolulu Advertiser over those newspapers' **joint operating agreement** [presstime, March 1983, p. 17].

U.S. District Court Judge Jesse W. Curtis dismissed the suit in February, ruling that the suit was without merit and that the issues and evidence were outdated.

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The $9.2-million **libel judgment** against the Alton (Ill.) Telegraph over an unpublished 1969 memo finally has been dismissed by a U.S. Bankruptcy Court following settlement with plaintiff James C. Green [presstime, July 1982, p. 25].

Also settled were more than half a dozen related cases that had boosted the plaintiffs' claims against the Telegraph to $50 million.

Stephen A. Cousley, editor and assistant to the publisher, said the newspaper will pay, in total, several hundred thousand dollars out of pocket. The rest of the settlement, which exceeded $1 million, will be paid by the newspaper's libel-insurance carriers.

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The U.S. Supreme Court refused to hear a case in which the media had asked for **cameras to be allowed in federal courtrooms**. It let stand a decision of the 11th U.S. Circuit Court of Appeals that upheld a Federal Rules of Criminal Procedure provision against cameras in federal courts [presstime, March 1983, p. 18].

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Supreme Court Justice William H. Rehnquist **refused to block an order to release documents** in the government's drug case against John Z. De Lorean. Rehnquist May 19 turned down a De Lorean request to set aside a 9th Circuit ruling that a federal trial judge's order to seal the documents was unconstitutional.

The appeals court said the papers would be unsealed unless De Lorean's attorneys could persuade trial Judge Robert Takasugi that they must remain sealed.

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The New Jersey Supreme Court has held that the press and public have a right under both the U.S. and New Jersey constitutions to **attend pretrial criminal hearings**.

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A **negligence suit** against the Columbia (Mo.) Daily Tribune and the city of Columbia was dropped after the city and plaintiff settled out of court. Although terms were not revealed, the city's insurance company paid the settlement. The Tribune did not contribute any funds. Editor and Publisher Henry J. Waters III said the newspaper was prepared to go to trial.

Earlier, the U.S. Supreme Court had refused to hear the case, in which the Tribune had been found negligent for publishing the name and address of an abduction victim while her captor was still at large.

The Columbia Missourian also was named in the suit, but charges against it were dropped. Presstime previously reported incorrectly that the Missourian also was negligent in the case [April 1983, p. 12]. Presstime regrets the error. ☐

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the suits involved 10 newspapers or newspaper groups, which Estlow did not identify.

Estlow also said editorial personnel "need to annually review the law of libel" regardless of how careful they are.

The president and chief executive officer of Scripps-Howard pointed out several considerations for newspaper executives in buying libel insurance:

- Does the policy cover punitive damages?

Although it has been argued that for public-policy reasons insurance companies should not be permitted to pay punitive damages—and, in fact, some states have enacted laws to that effect—most insurance carriers including Mutual do cover them. "With the current trend towards jury verdicts in large amounts, a single suit would be capable of putting publishers and broadcasters out of business" if such coverage were unavailable, Estlow said.

- Who exercises control over claims or suits and their settlement—the publisher or insurer?

For years, Mutual was the only company giving publishers control over defense of a libel suit and whether to settle, but others have added that kind of flexibility. However, all carriers reserve the right to assign local counsel to ensure a satisfactory defense. And Mutual reserves the right to appeal opinions it considers unfavorable to the press even if a publisher chooses not to go forward.

- Does the policy contain a "lack of cooperation clause?"

Such a clause requires, among other things, reporters to reveal confidential sources if instructed to do so by a judge.

Mutual is the only carrier to omit such a clause. Instead, it has adopted a policy that follows case law holding that a reporter need not disclose sources unless the party seeking the information (such as a plaintiff) shows that it is relevant, there are no alternative sources for it and it "goes to the heart of the plaintiff's claim."

- Does the policy provide coverage on an aggregate or per-occurrence basis?

Mutual also is unique in that its coverage, ranging from $100,000 to $10 million, applies to each incidence of alleged libel and does not run up in aggregate fashion for the term of the policy. "If there were 10 occurrences during the policy year, up to 10 times the limit would be recoverable by the insured newspaper," Estlow said.

Press groups state opposition to subcommittee's FOIA bill

Representatives of ANPA and nine other press organizations have come out against a bill approved by a Senate subcommittee May 13 to amend the Freedom of Information Act.

"S 774 contains few provisions that would improve the law and contains several that would excessively restrict the availability of information and should not be enacted into law," the press groups said in a May 19 joint letter to the Senate Judiciary Committee.

The bill was reported out of the Judiciary Committee's Subcommittee on the Constitution by a written poll of the five members.

It is basically the bill introduced by Subcommittee Chairman Orrin G. Hatch (R-Utah) earlier this year, to which three amendments were added. In its original form, the Hatch bill was virtually identical to legislation approved by the Judiciary Committee in the last Congress.

In the letter, the press representatives cited their previous comments that S 774 is an improvement over FOIA legislation introduced early in the last Congress. "However, acknowledging that it is an improved bill is not to say that our organizations can support the legislation," they said.

The bill, they added, does not resolve the problem of when fee waivers may be granted. And they opposed provisions that would allow information about organized crime to be withheld for up to eight years, and that would create a new exemption for certain sensitive, technical data.

The press representatives also objected to one of the amendments tacked on by the subcommittee. It concerns the exemption for investigatory records compiled for law enforcement purposes.

The May 19 letter was signed by representatives of ANPA, the National Newspaper Association, Inland Daily Press Association, the American Society of Newspaper Editors, the Association of American Publishers Inc., the Reporters Committee for Freedom of the Press, the Radio-Television News Directors Association, the Magazine Publishers Association, the National Association of Broadcasters and the Society of Professional Journalists, Sigma Delta Chi.

In other freedom-of-information matters:

- A federal appeals court has narrowly defined the term "trade secret" under the FOIA's exemption for that category. There is no definition in the law itself.

The U.S. Court of Appeals, District of Columbia Circuit, ruled April 15 that for information to be a trade secret, it must involve the production process. The case involved an FOIA request by the Public Citizen Health Research Group to the Food and Drug Administration.

Tonda Rush, director of the FOI Service Center, called the ruling a "good decision" for the press because the court tended more toward disclosure in defining trade secret.

- Canadian newspapers and government agencies have begun implementing Canada's first access-to-information law although the act is not officially in force.

According to Bryan Cantley, manager of editorial services for the Canadian Daily Newspaper Publishers Association, newspapers have begun informally using the act, and all federal government offices and departments have named access coordinators.

He said CDNPA will publish a guide that will include a list of the access coordinators, an interpretation of the act and the procedure to be followed in seeking access.

Although the law was passed by Parliament last year [presstime, Aug. 1982, p. 19], the leader of the Canadian House of Commons said it will not be proclaimed in force until a month after appointment of information and privacy comissioners. It is not known when the government will take those actions.

In another matter relating to the new law, an organization of Canadian journalists said it will seek a news-media exemption from access fees. The Center for Investigative Journalism is planning to meet with a government official about the fees, said Roland Gaudet, vice chairman of the center's Freedom of Information Committee.

TLAG protests plan to repeal 1981 law lowering estate tax

The newspaper business's Tax Law Action Group has opposed repeal of the estate tax reductions enacted by Congress two years ago and currently being phased-in.

The repealer was among the revenue-raising options listed by the Democratic Study Group in a report to Congress. The DSG is a research organization whose members include most of the Democratic members of the House.

In a May 11 letter to study group Chairman Matthew F. McHugh (D-N.Y.), TLAG Chairman Cecil B. Highland Jr., president and general manager of the Clarksburg (W.Va.) Publishing Co., said repeal would be "a step backward in efforts to remove estate taxes as a factor in the sale of family-owned businesses."

In addition to the repeal option, House Ways and Means Committee Chairman Dan Rostenkowski (D-Ill.) has proposed a freeze on estate tax reductions scheduled to take effect after this year. TLAG also opposes the Rostenkowski plan.

Meanwhile, Sen. Malcolm Wallop (R-Wyo.) April 28 introduced a resolution to express the "sense of the Senate" that the estate tax changes made in 1981 should not be repealed or amended and that the reduction schedule should be allowed to run its course. S Res. 126 has 21 cosponsors.

Cigarette ad bill filed

A bill has been introduced in the Senate to require 16 different warning labels to appear on a rotating basis in cigarette advertising and on cigarette packages.

S 1116, filed April 20 by Commerce Committee Chairman Bob Packwood (R-Ore.), was referred to Packwood's committee.

Also in the Senate, the Labor and Human Resources Committee scheduled mark-up for June 15 on S 772, a bill that would require four rotating warnings on cigarette packages but none in cigarette advertising. The omission is in recognition of the Packwood committee's jurisdiction in the advertising area.

OSHA inspections at newspapers increased in 1982

The Occupational Safety and Health Administration inspected 50 newspapers in 1982, five more than it did in 1981.

OSHA also increased inspections overall in 1982, inspecting 63,914 workplaces, compared with 55,593 in 1981.

The agency noted that the 1982 total was the second highest in the last six years. The high point since OSHA began compiling this information in 1972 was in 1975, when 88,927 inspections were carried out.

Assistant Labor Secretary Thorne G. Auchter said the number of inspections last year demonstrated that the agency "is indeed 'meeting its mandate' of protecting the safety and health of workers. . . ."

Of the 50 newspapers inspected, 11 involved only inspection of company records. Under a "targeting" program instituted in October 1981 to help it determine which firms warrant inspections, OSHA first looks at the records it requires a company to maintain. If these show the company's record is better than the national record for manufacturing companies, OSHA will not conduct a full-scale inspection.

In addition to such programmed inspections, OSHA also conducts inspections in response to employee complaints.

Of the remaining 39 newspaper inspections in 1982, 17 were safety inspections and 22 were health inspections. In 1981, there were 27 newspaper inspections for safety and 18 for health. ☐

Tapes available

Cassette tape recordings of the ANPA Research Institute-sponsored Newspaper Safety and Health Symposium March 24-25 in San Francisco are available.

Thirteen of the 14 speeches [presstime, Feb. 1983, p. 43] were taped. The tapes cost $8 each, $36 for five sessions and $70 for any 10 sessions.

For a cassette tape order form, contact McCune Audio/Visual, 951 Howard St., San Francisco, Calif. 94103.

In wake of Minnesota case

Iowa tax on circulation sales may replace newsprint levy

The Iowa newsprint tax has been tentatively determined to be unconstitutional, according to attorneys for the Iowa Department of Revenue, and a bill to replace it with a 4-percent circulation sales tax has been introduced in the Iowa Legislature.

The legislature adjourned in May without either formally repealing the newsprint tax or taking action on the circulation-tax proposal. However, lawmakers approved a bill to prohibit refunds for the newsprint taxes paid by newspapers since the tax began in 1970, and the governor said he would sign the measure.

The circulation-sales-tax proposal will be taken up when the legislature meets next, sometime after Jan. 1, 1984, according to Carl A. Castelda, Iowa deputy director of revenue .

The tax activity was set in motion by the Iowa Department of Revenue, whose attorneys said the Iowa tax appeared to be unconstitutional in light of the March 29 U.S. Supreme Court ruling that a similar Minnesota newsprint tax was unconstitutional [presstime, May 1983, p. 29].

While newspapers in the state were still evaluating the Supreme Court decision, the Department of Revenue advised the Iowa attorney general, the governor and the legislature that repeal of the newsprint tax and replacing lost revenues with another tax appeared to be in order.

As soon as the revenue department action became public, the Des Moines Register and Tribune Co. applied for a tax refund of about $3.1 million and an additional several hundred thousand dollars in interest. About 30 other newspapers have filed or announced their intention to file for refunds, according to the Iowa Newspaper Association.

The Department of Revenue's Castelda said in late May that although they believe the newsprint tax to be unconstitutional, revenue officials still are bound by state law to collect the tax. They have applied to the attorney general for a ruling on whether they can stop collecting the tax without repeal or amendment of the state law. Castelda said he expects a ruling before the end of June, when the next quarterly tax payment is due.

Gary G. Gerlach, president and publisher of the Register and Tribune, said his company plans to file suit challenging the state's prohibition on refunds.

Iowa had a tax on advertising from 1967 to 1969, but it was repealed because of difficulties in administering it. It was in part to replace that tax that the newsprint tax was imposed in 1970.

In another tax issue, the city council of Los Angeles has revived a plan to remove an existing exemption and to levy a business license tax on media operating in the city.

The city budget approved May 18 included revenues that would be raised by extending the tax, based on gross receipts or on payrolls, to the media. Officially ending the exemption, however, will require further legislation and approval of two-thirds of the city council.

Removing the Los Angeles media tax exemption was proposed and defeated late last year [presstime, Jan. 1983, p. 17]. At that time, it was estimated that taxing the media could raise more than $1 million for the financially strapped city. Michael B. Dorais, general manager and general counsel for the California Newspaper Publishers Association, said the city's financial plight has become an even more prominent issue since then, and support for ending exemptions appears to be mounting.

In tax activity at the state level:

- The Oregon Newspaper Publishers Association was scheduled to testify in late May at a hearing on a bill to impose a 4-percent tax on the sale of advertising in all media.
- A Wisconsin lawmaker in May introduced a bill to begin taxing the sale of advertising space in newspapers, but the measure appeared to have little support.

Tax proposals that would affect newspapers also were pending in late May in Florida, Connecticut and Massachusetts. ☐

Publisher finds surprises at UNESCO meeting

Editor's note: Robert M. White II, editor and publisher of the Mexico (Mo.) Ledger, is chairman of the American Committee of the International Press Institute and chairman of the International Issues Group of the ANPA Government Affairs Committee. He recently served as U.S. representative to the UNESCO-sponsored International Symposium on the Media and Disarmament, a meeting in Nairobi, Kenya, of representatives from about 20 countries. Following the meeting, he spoke with presstime *staff writer Elise Burroughs on what it is like to represent the United States at a UNESCO meeting.*

presstime: How did the invitation to represent the U.S. in Nairobi come about?

White: When the American ambassador (to UNESCO) discovered that someone who was believed to be a former Iranian student now associated with some American college was to represent the United States at this meeting, it was decided he should be replaced by an American newspaperman.

The participants were supposed to be there as private "experts." But the facts of life are whoever was there as an American was going to be representing the United States. It was overwhelmingly clear that the representatives of the Soviet Union, Vietnam, East Germany, and many of the Third World countries were really representing their countries and their governments.

In addition to me, there were two American observers, Andrew Torchia, Associated Press bureau chief in Johannesburg, South Africa, and Donald V. Meaney, managing director of affiliate and international liaison for the National Broadcasting Co.

presstime: How did you prepare for the conference?

White: When I got the invitation, I launched into a cram course preparing. ANPA 's (Manager/Government Affairs) Martin Casey and others there were tremendously helpful to me.

I also found invaluable the almost daily help from (Executive Director) Dana Bullen of the World Press Freedom Committee. He steered me to some really outstanding people in the State Department and some of our Americans at the UN in New York.

By the time I left for Nairobi, I was carrying voluminous files and felt we had anticipated practically every attack that might be made on the United States, either fair or unfair, at this meeting.

presstime: What kind of cooperation from the American embassy in Nairobi did you receive?

White: I found the ambassador highly cooperative. I was well-received immediately but was tremendously disappointed with some of the day-in, day-out cooperation. For example, I didn't receive the working papers until the morning of the first meeting. They (UNESCO officials) had given my copies of the working papers to the American embassy in Nairobi the Friday before the Monday start of the conference. But the American officials took the weekend off, and they did not give me the documents until Monday morning. These were several hundred, single-spaced pages I badly needed to study.

I was also shocked to find out the American embassy had no funds for the normal social courtesies. For example, the embassy suggested the possibility of having a reception. It was a good idea, and a reception was held at the home of an official. I have to confess I was surprised when I learned I was personally paying for it because the embassy had no funds. I was perfectly willing to pay but should have been told ahead of time.

presstime: What other kinds of costs did you personally have to assume in representing your country?

White: The funds supplied by our government amounted to $70 a day plus tourist-class air travel. In no real way did they cover the cost.

presstime: Logistically, what kind of facilities did the symposium have?

White: There were simultaneous translations in English and in French, and they were really quite good.

presstime: Do you speak other languages besides English?

White: No. I very much wish I spoke Russian. One of the early problems we had came about like this: I was describing my background to the members of the symposium . . . and I mentioned that my country was made up of many citizens who had come from other countries, and that many of them were what we would today call dissidents.

The Soviet representative immediately, loudly denounced the meeting and denounced my being a party to the meeting because I had raised the issue of dissidents in the Soviet Union.

Clearly, they didn't understand my English any better than I was understanding their English when they were speaking English, which they did, with a heavy accent. That gave me a continuous problem.

presstime: What kind of professional background did the other delegates have?

White: With the exception of the Japanese delegate, who was from the newspaper Asahi Shimbun, they were mostly government officials and professors.

presstime: Did the other delegates all have the same philosophical viewpoint, e.g, anti-West, or were there differences in their attitudes?

White: I find that hard to answer. Many of the delegates were from Third World countries. They had their own separate interests. Some of their comments were highly constructive.

(For example) the head of a school of journalism from Dakar pointed out most of the people in his country don't know how to read. Broadcasting was a very important medium to him.

And we have to keep in mind the different cultures of different societies. We would use the same words—for example, freedom, truth, liberty—but they have entirely different meanings. It wasn't easy to characterize the overall attitudes of the delegates, but I can assure you many were not pro-American.

presstime: Did you find any differences between the attitudes of the delegates as expressed in the conference rooms and outside at social gatherings?

White: Maybe, I'm not sure. For example, one of the representatives from a "socialist" country echoed the words the Soviets used (at meetings) but socially said quite different things. Many of the participants clearly have the flame of liberty in their hearts, but I'm not sure they have the freedom to admit it.

White (right) discusses world-press-freedom matters with Howard H (Tim) Hays of the Press-Enterprise, Riverside, Calif., and U.S. ambassador to UNESCO Jean Gerard.

presstime: Was a lot of the discussion in plenary sessions or in committees?

White: I'm glad that we worked as a whole until the end of the session, when the drafting committee was set up. I asked Andrew Torchia to represent us on that. He did an excellent job using his AP professional skills on the part of the final report he edited. It contained an accurate description of our position and did not commit us to any position we did not approve of; however, the total final document is yet to be approved by each of us because it had not been written by UNESCO by the end of the meeting.

So often, delegates can verbally agree on a sentence or position, and then UNESCO—advertently or inadvertently—will write it up and turn it around. Free World representatives must be very careful.

presstime: Did you find it necessary to stick to isolated positions on free-press issues, or were you able to negotiate compromises to achieve consensus?

White: In my case, I went over, word for word, all of the proposals. . . . There were no compromises on principles having to do with the free press. There were agreements on some of the other suggestions. For example, the Soviets recommended that foreign languages be taught to potential news people. I think that's a good idea, and I agreed.

presstime: Do you think the discussions would have been very different without a U.S. publisher or editor being there?

White: I'm absolutely certain the outcome of the meeting would have been entirely different. It would have been totally dominated by the Soviet position. It would have included an unlimited number of attacks on the the principles of a free press and on the United States itself.

The inference of the Soviet delegates from the beginning was that the Western press is controlled by huge corporations in the munitions business.

presstime: Would you personally attend another UNESCO meeting?

White: I would like to do it again. Of course, I could do a better job with more experience.

presstime: What would you do differently, based on your experience?

White: The first thing is to always remember you are on the right side. It constantly reassures you knowing that.

The second thing is the importance of having the meeting covered by members of the Free World press. It is important to know they will report accurately and objectively what happens. Just their presence cools down even the most outrageous attacks on a free press. With reporters present, delegates watch their language and their positions more carefully than if the only reporters are from UNESCO or their own correspondents, like Tass.

Also:

- I would want the working papers as quickly as possible
- I would fall back heavily on ANPA and the World Press Freedom Committee—they are both invaluable
- I'd be very anxious to take with me two or more newspaper or television people, like Don Meaney, to share the experience, so they could take the lead in future meetings. I was surprised and disappointed that we of the American press don't have a number of experienced editors and publishers available to sit in on these kinds of meetings. But we don't.
- I would encourage the State Department to get from the (local) embassy appropriate cooperation, and then check to make sure that that cooperation is being given on an hour by hour, day by day basis.

World press notes

A correspondent for AP-Dow Jones News Services and the wife of a part-time Washington Post correspondent are to be **tried in August in South Africa** on charges of obstructing justice during a police investigation.

Bernard Simon and Suzanne Sparks, wife of journalist Allister Sparks, are accused of having removed documents from Allister Sparks' office before police searched it and his home last March.

The police were looking for evidence that Sparks had quoted "banned" activist Winnie Mandela in a news story. Under South African law, a person who is "banned" may not be publicly quoted.

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A South African newspaperman who won the 1982 Louis Lyons award of the Nieman Foundation for his "conscience and integrity in journalism" recently was **sentenced to more than two years in jail** for possessing a banned book.

The journalist, Joe Thloloe, worked for the Sowetan, a daily newspaper for blacks, until he was detained last June. His attorney argued at his trial that it was natural for a journalist to be interested in the banned book, a volume published by the outlawed Pan Africanist Congress.

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New York Times correspondent Henry Kamm was **refused entry to Czechoslovakia** in May after he refused to allow airport security officials to examine his personal address book.

Problems foreseen

Cable classified formats differ

Format differences among classified advertising services offered over cable television by newspapers is a potential problem for the growth of this fledgling enterprise.

That was one of the findings from responses of 17 newspapers to a questionnaire distributed by the Association of Newspaper Classified Advertising Managers seeking information about newspaper/cable classified ad services.

ANCAM President Beverly A. Klein said the responses show that the number of lines-per-"page" (screenful) varies from four to 14, the number of characters per line varies from 20 to 42, and the amount of time the page remains on the screen varies from 12 to 30 seconds.

These differences will make it difficult for advertisers who want to place the same classified ad on more than one newspaper/cable service, said Klein, classified advertising manager at The Milwaukee Journal and Milwaukee Sentinel.

Noting that the newspaper business is moving toward voluntary standardized formats through the expanded Standard Advertising Unit system [presstime, May 1983, p. 44], she suggested the business may want to consider similar action for cable classified ads.

Responses to the ANCAM questionnaire were received from 13 daily newspapers currently running classified ads on cable and four planning to do so. Among the other findings:

- Six of the 17 newspapers have or are planning classified-only channels.
- Fifteen respondents said they sell cable classifieds as a combination buy with newspaper classifieds, but only six said they sell cable-only ads. Klein suggested a couple of reasons for that. In the case of her newspaper, she said, there currently is no mechanical means of offering ads only on the cable service because the ads go directly to the cable service from the newspaper's production system. Another reason, she said, is that there may be no demand for them in markets where the cable systems have relatively few subscribers.
- Nine of 11 respondents said their cable ads are sold by the newspaper staff.
- Eleven of 15 respondents said they have designated time slots for various ad classifications.

Complete results are available from ANCAM Inc., P.O. Box 223, Danville, Ill. 61832.

Symposium planned for Dallas-Fort Worth

ANPA and the Newspaper Advertising Bureau will sponsor a telecommunications symposium in Texas Oct. 25-27. The symposium, "Charting Your Course," will consist of speeches, clinics and a telecommunications equipment exhibition.

Speakers scheduled to date include Paul I. Bortz of the Denver economic/market research and consulting firm Browne, Bortz & Coddington, who will give an overview of the telecommunications industry; Robert J. Coen of the New York City advertising agency McCann-Erickson, who will talk about U.S. advertising expenditures in the next decade; and Robert E. LaBlanc, former vice chairman of Continental Telecom Inc., who will discuss AT&T and its competitors.

The clinics will focus on launching a low-power TV station, producing video programming, marketing an electronic newspaper data base, negotiating contracts with cable and videotex operators, and other topics.

A pre-symposium tutorial session, described as a "crash course" in telecommunications, is planned for Oct. 24 for personnel from ANPA- and NAB-member newspapers only.

All sessions will take place in the AMFAC Hotel at the Dallas-Fort Worth Airport. Registration is $250 per person for personnel from ANPA- and NAB-member newspapers and $350 per person for others. There is a separate registration fee of $50 for the tutorial session.

For further information, contact Stephen E. Palmedo, ANPA manager/training services, at The Newspaper Center in Reston, Va.

Nebraska says cable videotex is common carrier

A cable company has appealed a Nebraska Public Service Commission ruling that two of its subsidiaries—one a voice and data transmission service, the other a videotex service—are common carriers and thus are subject to rate and other regulation by the commission.

The decision is believed to be the first of its kind, according to a spokesman for the National Cable Television Association.

The cable industry has fought common-carrier status, seeking to align itself with publishers. The decision also is seen as important for newspapers because of their involvement in cable ventures.

A hearing was scheduled for late May in U.S. District Court in Lincoln on Cox Cable Communications' appeal of the April 19 decision by the commission. The two subsidiaries involved are CommLine of Omaha, the voice and data transmission service, and INDAX of Omaha, the planned videotex service.

The PSC ordered Cox to cease both operations until they could be certified as common carriers. Subsequently, Cox obtained a temporary restraining order from the Nebraska attorney general to allow it to continue operating and marketing the services.

Northwestern Bell Telephone Co. had requested the PSC investigation.

According to the National Cable Television Association, S 66, a bill pending in the Senate to clarify regulatory authority over cable television, would, in effect, overrule the Nebraska PSC decision except in the area of voice transmission. That bill is expected to be considered in the Senate this month.

The PSC ruling could have an immediate impact on one newspaper-cable service in Nebraska. The transmission link between the Omaha World-Herald's cable subsidiary, Cable News Inc., and the "head end" of the Cox Cable system is provided under contract by CommLine, said E. Terry Ausenbaugh, Cable News general manager. In addition, there are plans for Cable News to provide information for the INDAX service.

Telecommunications notes

The National Cable Television Association's 32nd annual convention June 12-15 in Houston will feature **31 members of Congress speaking on a variety of cable-related topics**.

NCTA spokesman Ed Dooley said the event, featuring a major trade show of cable-system equipment, also "will be an enormously educational experience" for the 22 House members and seven senators. He said NCTA will pay transportation, lodging and honoraria as the congressmen require.

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A British company affiliated with News America Publishing Inc., headed by publisher K. Rupert Murdoch, has entered into an agreement with Satellite Business Systems to offer **direct broadcast satellite television service** later this year.

News Satellite Television Ltd. has agreed to lease or purchase five transponders and five transmitting earth stations for six years from SBS of McLean, Va. The service is primarily intended to serve thinly populated areas of the United States where television service is limited.

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The U.S. Supreme Court has refused to hear appeals of the Federal Communications Commission's **Computer II decision** that allowed AT&T to enter unregulated markets through a separate subsidiary.

ANPA was one of a number of parties arguing that the decision violated terms of a 1956 antitrust consent decree. But the U.S. Court of Appeals, District of Columbia Circuit, ruled last November that the regulatory scheme "is a reasonable one within the scope of the commission's authority" [presstime, Dec. 1982, p. 14].

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The Washington Post, McClatchy Newspapers and Cowles Media Co. have signed agreements with Videotex America to explore the feasibility of offering **videotex and teletext services** in Washington, D.C., Sacramento, Calif., and Minneapolis. Previously, three other newspaper firms reached such agreements with Videotex America, a venture of Times Mirror Videotex Services and Infomart of Toronto [presstime, March 1983, p. 22].

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Orion Satellite Corp. has asked the FCC for permission to establish an **trans-Atlantic satellite system.**

Currently, most international satellite communication is provided under an international agreement by the International Telecommunications Satellite Organization. INTELSAT has 109 member countries including the United States.

Thomas K. McKnight, president of Washington, D.C.-based Orion, said his company proposes to launch two satellites in 1987, primarily for video and business communication with Europe.

ANPA Director/Telecommunications Affairs Kathleen Criner said the Orion system "would introduce competition into the provision of international communication services that potentially could result in lower rates" for wire services or newspapers with high-volume international communications.

Comsat, the U.S. participant in INTELSAT, has asked the FCC to turn down the Orion request. INTELSAT also has said it is not in favor of the plan.

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Stauffer Communications Inc. of Topeka, Kan., has opened three **retail computer stores** and plans to open more.

"The Computer Patch" stores are an outgrowth of Stauffer Media Systems, a subsidiary producing computer software for newspapers.

The stores already doing business are at Stauffer Media Systems headquarters in Joplin, Mo.; in Topeka, where Stauffer owns The Topeka Capital-Journal; and in Arkansas City, Kan., where Stauffer owns The Arkansas City Traveler.

• • •

Newhouse Newspapers has become the fifth newspaper company to enter into a joint agreement with Knight-Ridder Newspapers Inc. to **share market data from Viewtron,** Knight-Ridder's commercial videotex service to be launched this fall in parts of Florida [presstime, March 1983, p. 21].

Knight-Ridder said if market-test results are positive, commercial Viewtron services could start in New Orleans, Portland, Ore., Cleveland and Newark, N.J., where Newhouse has newspapers. ☐

Study probes effect of electronic media

A study aimed at helping the newspaper publisher decide the future course of his newspaper in relation to electronic media has been published by IFRA, the International Newspaper Color Association—International Federation of Newspaper Publishers Research Association.

Newspapers and Electronic Media, a 118-page paperback book, was written by four IFRA staff members: Managing Director Frederich W. Burkhardt, Manager of Documentation Services Patrick V. Drotos, Research Director Nils E. S. Enlund and Assistant to the Managing Director Philippe E. Maeght.

The study holds that "newspapers could—and should—play a major role in the development of electronic media, based on their vast experience in gathering, processing and packaging information, especially local news and advertising."

The book is available for $50 per copy from IFRA, Washingtonplatz 1, D-6100 Darmstadt, West Germany. ☐

New technologies charted worldwide

The evolution and status of new electronic technologies in the United States and other countries is explored in *The Future of Videotext.*

The author, Efrem Sigel, uses the term "videotext" to include videotex, teletext and cabletext systems. He discusses the advantages and disadvantages of the new technologies compared to print media and television, what kinds of services are viable, and how consumer and business applications differ.

Sigel, editor in chief of Knowledge Industry Publications Inc., was assisted in writing the book by Peter Sommer, senior consultant with AVS Intext, an information provider of England's Prestel service; Jeffrey Silverstein, managing editor of IDP Report; Colin McIntyre, a teletext consultant; and Balise Downey, a journalist.

The 198-page hardback book is available for $34.95 from Knowledge Industry Publications Inc., 701 Westchester Ave., White Plains, N.Y. 10604. ☐

ASNE reemphasizes minority employment goal

Progress by newspapers in increasing the number of minority journalists has "ground to a near halt" over the last year, according to an annual survey by the American Society of Newspaper Editors.

But ASNE—with a stated goal of minority newsroom employment equivalent to the percentage of minorities in the country before the year 2000—wants to inject new life into the cause. Its board of directors decided to hire, by the end of the year, a staff person devoted solely to minority programs.

The action was taken at ASNE's 1983 convention May 9-12 in Denver during which the editors also heard a readership report that newspapers "seem to be losing some of their human touch, their deep identification with community interests in the minds of readers," and a report by the new owners of United Press International that disappointed some of the editors in the audience.

Creed C. Black, publisher of the Lexington (Ky.) Herald-Leader, who was elected ASNE president succeeding John C. Quinn of Gannett Co. Inc., emphasized the need for progress in employing minorities. "The board is dead serious about this and wants to get it moving," he said.

Although the board still must decide specific duties of the new staff member, the position likely will include involvement in ASNE's "mini-sabbatical" program, in which minority journalism educators spend a summer gaining experience at a daily newspaper; "Project Focus: Newspaper Opportunities for Minority Students," in which minority freshman and sophomore college students with good grades are given summer jobs in the newsroom and generally encouraged to consider newspaper careers; and a "minority professional-in-residence" program, in which newspapers send their minority journalists to speak on college campuses or to advise college newspaper staffs.

The new staff person also would serve as a liaison with other organizations and would probably maintain a file of available minority job candidates.

The ASNE Minority Committee's survey of minority employment showed that:

- 60 percent of U.S. daily newspapers employ no minority journalists—a figure unchanged from the previous year
- In the past year, the percentage of minorities in the professional newsroom work force increased from 5.5 percent to about 5.6 percent
- The rate of increase in the number of minority journalists continued a downward trend for the fifth consecutive year.

The study was conducted by the Frank E. Gannett Urban Journalism Center at Medill School of Journalism, Northwestern University.

The readership report to the editors contended that newspapers could help solve the problem of community identification "by making reporters, editors and even publishers more visible figures in their home towns."

The report concluded that general readership of newspapers is high. Nearly four out of five readers will at least look at any given page even though newspapers' increasing sectionalization of the news makes it easy for readers to skip over material they do not want to read.

The session with UPI owners Douglas F. Ruhe and William E. Geissler found the pair hard-pressed to come up with a reason why newspapers should buy UPI in addition to the Associated Press wire. "Well, I think that's one of our problems," said Ruhe, managing director and chief executive officer. The services are "very similar."

Creed Black

Rocky Mountain News, Denver

Herald-Leader's Black (right) assumed ASNE presidency from Gannett's Quinn.

The UPI executives said in response to editors' questions that UPI does not plan to emphasize service to broadcasters instead of newspapers. "We are not taking any actions that would suggest that we are moving in the direction of broadcast," Ruhe said [presstime, May 1983, p. 62].

After the session, new ASNE President Black commented: "We gave them every opportunity to make a case for themselves, and they failed to do so."

Also at the convention:

- The editors were briefed on a national survey of professional values and job characteristics of American journalists. It showed a typical newspaper journalist to be a white, 32-year-old man who likes his job but may be forced to find a job in another field that offers higher pay.

The study, conducted by Richard G. Gray and G. Cleveland Wilhoit of the University of Indiana, showed 66 percent of respondents were men, 95 percent were white, 47 percent were newspaper journalists and the median salary was $19,000—reflecting a drop in spending power from the median in 1971 of $11,133.

Among other findings, 55 percent belonged to no journalism organization, 93 percent were "brought up in a church," 56 percent were married and 73 percent were parents.

- Elected to three-year terms as new ASNE board members were David Lawrence Jr. of the Detroit Free Press and John Seigenthaler of The Tennessean in Nashville and USA Today. Burl Osborne of The Dallas Morning News, was elected for a two-year term. Christy C. Bulkeley of The Commercial-News, Danville, Ill., was elected for one year.
- Project Director Lee Stinnett was named to succeed Gene Giancarlo as executive director in December, when Giancarlo will retire after heading the ASNE staff since 1953.

Convention registration was 510. The 1982 convention in Chicago drew 425 [presstime, June 1982, p. 19]. Next year the editors will meet May 7-11 in Washington, D.C. □

Newspaper pages getting help from old friend: vertical makeup

The trend toward modular makeup of newspaper pages continues, but some newspaper designers say the modular approach today may not be as radically horizontal as it was in the 1970s.

For example, The Tampa (Fla.) Tribune in a recent redesign adopted "more of a 'vertical modular,' you might say," explains News Art Director Charles F. McShane. That means the elements of modular or "four-point" construction remain, but the newspaper is adding more long columns to the mix.

McShane notes that this hint of old-style vertical layout style is consistent with the shape of a newspaper page. Short columns stacked in a horizontal line "fight with the natural shape of the page," he says. "It would be like taking an automobile and putting vertical stripes on it."

Vertical columns are "what people find most comfortable in reading," McShane contends. With many horizontal blocks, "It's sort of like you read your paper in chunks instead of having this smooth transition from top to bottom."

The Montgomery (Ala.) Advertiser in the last nine months began experimenting with a similar format, but the newspaper instituted an even more traditional element of daily newspapers—column rules.

"We're trying to mix it up," says Managing Editor Kenneth M. Hare. "We're using horizontal elements to moderate the effect of the verticals."

One of the biggest advantages of using vertical elements, Hare says, is room for more stories on page one. Story count on the front has long been cited as an important factor for street sales.

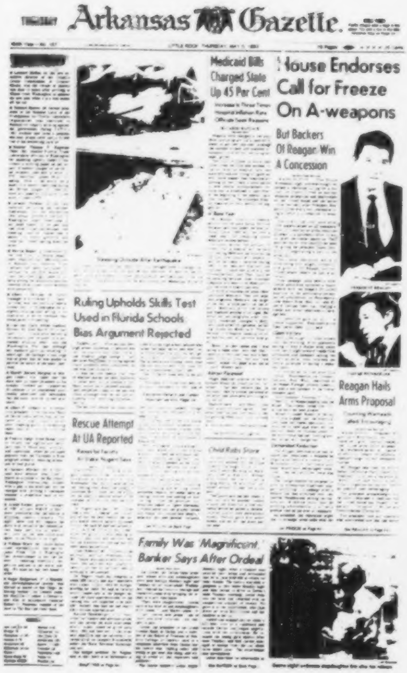
One newspaper that has always had a vertical look is The Arkansas Gazette of Little Rock.

It did introduce more modern type faces last year, but the vertical makeup and column rules remained intact.

Experts say the developments in Tampa, Montgomery and Little Rock do not represent the beginnings of a return to full vertical format. Rather, it may be an indication that some newspapers recognize "too much of either (horizontal or vertical) is bad and boring," says Jack Z. Sissors, a professor of advertising at Northwestern University.

Sissors, who frequently lectures to press associations on newspaper design, advises newspapers to take "an unbalanced approach"—use one-third horizontal and two-thirds vertical, or vice versa.

"I don't see it going one way or the other," says Eric Seidman, art director of TV Cable Week and an award-winning designer of the now-defunct Washington Star. "Smart papers will maintain what readers are used to," Seidman says. "There really are no criteria to go one way or the other. Just do it well." ☐



Arkansas Gazette.

Medicaid Bills Charged State Up 45 Per Cent

House Endorses Call for Freeze On A-weapons

But Backers Of Reagan Win A Concession

Ruling Upholds Skills Test Used in Florida Schools

Bias Argument Rejected

Rescue Attempt At UA Reported

Reagan Hails Arms Proposal

Family Was 'Magnificent,' Banker Says After Ordeal

Vertical makeup survived "new look."

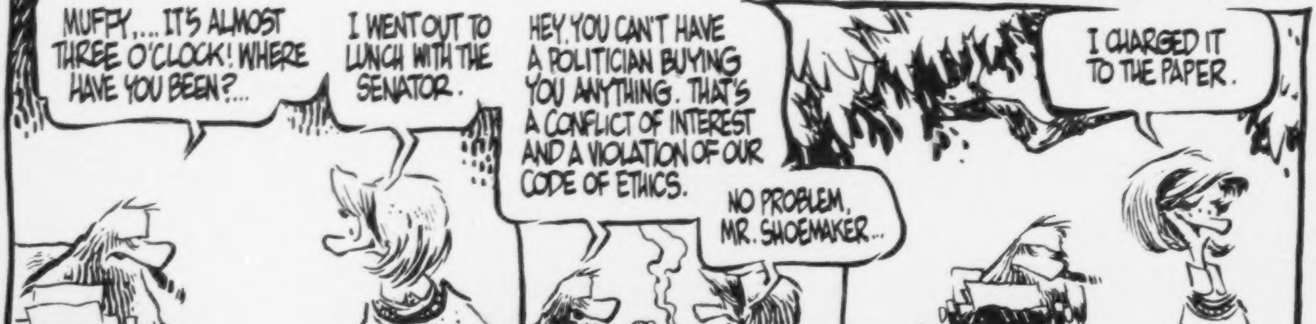
Gannett editors air gripes

Some Gannett Co. Inc. editors complained in May that the Gannett News Service has been concentrating too heavily on providing material to USA Today.

GNS executives said they will implement some of the recommendations, which focus on filling reporter vacancies, increasing enterprise stories, and offering more sports and graphics. ☐

'Shoe'

By Jeff MacNelly


MUFFY,... IT'S ALMOST THREE O'CLOCK! WHERE HAVE YOU BEEN?...
I WENT OUT TO LUNCH WITH THE SENATOR.
HEY, YOU CAN'T HAVE A POLITICIAN BUYING YOU ANYTHING. THAT'S A CONFLICT OF INTEREST AND A VIOLATION OF OUR CODE OF ETHICS.
NO PROBLEM, MR. SHOEMAKER...
I CHARGED IT TO THE PAPER.
EDITOR
MacNELLY
5/9

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Readership Project: finished or just begun?

By Craig C. Standen

The Newspaper Readership Project has completed its six-year assignment for the newspaper business. But the Project's importance has only begun. What happens in the next few years will determine whether we will get full value from our $5-million NRP investment in the future of newspapers.

Craig C. Standen

Look at some of the things the Readership Project has already accomplished. It has:

- Demonstrated that the editorial and business sides of a newspaper can work together without compromising either editorial integrity or the ad department's ability to sell.
- Created an important body of up-to-date research—more than 50 reports in all—covering circulation management, training and recruitment, editorial content, the ways readers think about newspapers, the impact of Newspaper in Education programs and other important areas.
- Taught editors—who have traditionally distrusted research—that research can be a useful tool to help them do a better job of putting together a paper for their readers.
- Generated a wide range of circulation training materials covering every level from carrier sales techniques to management.
- Helped newspapers apply computers to the management of subscriber information.
- Helped increase the number of newspapers with NIE programs from 321 in 1978 to 598 today.
- Generated a wealth of promotional materials for newspapers' use, including four films, five ad campaigns and four slide presentations.
- Increased consciousness of the importance of a continuous promotional effort to the health of every newspaper.

More important than any specific accomplishment, however, is the basic fact that the Project taught us: A newspaper's readership and circulation are not the responsibility of one individual or one department, but of everyone who works for that newspaper.

How can your newspaper reap the maximum benefit from the NRP? Here are some suggestions.

1. Keep a copy of the new NRP Catalog in your office and refer to it often. A copy of the catalog has been sent to every member of the ANPA, the Newspaper Advertising Bureau, the International Circulation Managers Association, the American Society of Newspaper Editors, and the International Newspaper Promotion Association. If you don't have one, call or write me or Leo Bogart and we'll send you a copy free.

2. Put a note in your tickler file to leaf through the catalog once every three months. It will only take five minutes or so, and it might help solve a problem your newspaper has been having.

3. Start your own readership project. Hundreds of newspapers have already started their own readership projects or readership committees. On pages 3 through 9 of the catalog, you'll find a number of suggestions on how to form such a committee and what it can do.

4. Be sure you have a continuing promotional plan with long-range goals and specific strategies for accomplishing them. Use the ad campaigns and materials shown in the catalog (pages 10-14), either by running them in your newspapers or as a base for your own campaigns, adapted to your own market.

5. If your newspaper has an NIE program, strengthen it. If not, why not start one? It's an investment in the future of your newspaper—and of all newspapers.

6. Review at least annually your circulation training programs, and check what you're doing against what's available on pages 17-26 of the catalog.

7. Circulate to editorial staffers photocopies of the catalog's listings of NRP readership research reports (pages 37 through 45) to remind them of what's at their disposal.

The Newspaper Readership Project has benefited every newspaper and every newspaperman and newspaperwoman. If as a business we continue to use what the Project has taught us, it will continue to pay off for many years. □

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

ANPA protests Advo's TMC trademark

ANPA has asked the U.S. Patent and Trademark Office to rescind Advo-System Inc.'s trademark on "TMC," claiming that the term was used generically by newspapers long before Advo received exclusive rights to its use in 1978 [presstime, May 1983, p. 45].

At least 141 daily newspapers offered advertisers "some form of Total Market Coverage" prior to the registration date, the Association said. And the term "TMC" was used and understood "as a common descriptive name, and a mere shortened, variant form for 'Total Market Coverage.'"

ANPA alleged that Advo continues a "false suggestion" that there is a connection between its "TMC" service and that of member newspapers, thereby damaging "the collective reputation of newspapers with advertisers."

The Association also claimed that Advo fraudulently obtained the "TMC" registration by knowing but not telling the Trademark Office that "TMC" is used "merely as an acronym form of the common descriptive name Total Market Coverage."

ANPA also plans to file comments against Advo's trademark application for the words "marriage mail." A trademark hearing examiner has recommended that the Advo application be granted. □

Newspaper inserts up

U.S. advertisers' expenditures for preprinted inserts in daily and Sunday newspapers reached $2.517 billion in 1982, a 10-percent increase over 1981, according to estimates by the Newspaper Advertising Bureau. Volume increased by 4.4 percent over 1981. □

Allegations of circulation fraud probed in Trenton, Sacramento

Circulation disputes have erupted in two of the 28 U.S. cities that have fully competing daily newspapers—Trenton, N.J. and Sacramento, Calif.

In Trenton, The Trentonian (morning, circulation 66,477) has filed suit in U.S. District Court against both The Trenton Times (morning, 65,047) and the Audit Bureau of Circulations. The suit charges the Times and the ABC with fraud, violating state and federal antitrust laws, monopolizing a newspaper market and conspiracy to restrain trade.

The charges involve special, reduced-rate offers, which are allowed under ABC rules and which recently have helped build Times circulation, as well as earlier convictions for fraud. As a result of investigations in 1979 and 1980, while the Times was owned by The Washington Post Co., four circulation employees were convicted of offenses including embezzlement, bribery and falsifying records [presstime, Nov. 1982, p. 12].

Both the Ingersoll-owned Trentonian and the Times, now owned by Allbritton Communications Co., are ABC members and are being audited by the bureau. Executives from the Trentonian, the Times and the ABC all declined to comment on the litigation. A hearing has been set for July 5 in District Court.

The ABC in May also was conducting a regular audit of the morning Sacramento Union, whose management requested an investigation by the Sacramento County district attorney into suspected circulation irregularities at the paper. According to a story published by the Union in April, an internal inquiry by the newspaper's management indicated circulation had been misstated.

Barry Hopwood, vice president of operations for Scaife Newspapers, which owns the Union, said he expected both the ABC audit and the district attorney's investigation to be finished early this month.

Attorneys for the Union also are preparing a response to a class-action suit filed by eight local advertisers. They seek partial refunds of money spent advertising in the Union during the past five years.

The most recent ABC FAS-FAX shows paid circulation of the Union has dropped from 112,022 recorded in March 1982 to 87,660 in March 1983, a decline of 24,362. Last year, Richard Mellon Scaife, already half-owner of the Union, acquired the other 50-percent share from John P. McGoff [presstime, May 1982, p. 63]. An ABC official who asked not to be identified said that it is not uncommon for apparent circulation irregularities to surface when a newspaper changes ownership.

Circulation of The Sacramento Bee (morning, 228,764) has increased 9,548 since March 1982, according to the most recent ABC FAS-FAX.

Erwin R. Potts, vice president of the Bee, said the investigation into allegations of circulation irregularities at the Union came as a surprise to his newspaper. He said the allegations have caused "a lot of disenchantment" among advertisers.

"The unfortunate part of this situation is that it tends to reflect badly on the newspaper industry and on the authenticity of ABC audited figures," Potts said. ☐

Suspect pleads not guilty in Newsday carrier death

A 17-year-old boy arrested in May pleaded not guilty to charges he murdered Newsday carrier Christopher Gruhn.

Gruhn, 14, was stabbed to death while on his paper route [presstime, April 1983, p. 55]. The suspect, Robert W. Golliver of Rockville Centre, N.Y., lived down the street from Gruhn and is a suspect in another stabbing. In late May, he was being held without bail in Nassau County jail.

The Long Island newspaper sponsored a $100,000 reward fund for information leading to the arrest and conviction of Gruhn's slayer. ☐

ICMA sales conference set

The International Circulation Managers Association will hold its 1983 sales conference June 19-22 at the Las Vegas (Nev.) Hilton. For registration or information, contact ICMA at The Newspaper Center, Reston, Va.; (703) 620-9555. ☐

ABC board will vote on bulk sales rule at Bermuda session

Newspaper business disagreements over the reporting of bulk sales will follow directors of the Audit Bureau of Circulations to their June 19-22 board meeting in Southampton, Bermuda.

Delegations of publishers for and against a proposed change in ABC rules on reporting bulk sales are scheduled to address the board June 20.

The board then will exercise one of the following options: giving final approval to a tentatively approved rules change that would move the reporting of some bulk sales from Paragraph 5 of ABC reports to Paragraph 1, alongside paid circulation [presstime, March 1983, p. 39]; rejecting the change; or deferring the matter for further study.

A recent mini-survey of members conducted by the International Circulation Managers Association found respondents about evenly divided on how to treat bulk sales.

Of the 236 newspapers whose personnel responded, 52.5 percent favored changing bulk sales; 47.5 percent opposed the change. ☐

10 students start studies in circulation program

Three women and seven men are the first students enrolled in a new program offering a business degree in newspaper circulation management at Empire State College of the State University of New York [presstime, Jan. 1983, p. 33].

On May 18, they embarked on the first 24-week period of study with a four-day, on-campus seminar devoted to case studies and current issues in circulation management.

Other course work is being conducted on an independent-study basis in the students' homes.

Faculty Director Scott Chisholm said the first students—from newspapers in six states—represent a wide spectrum of circulation personnel, from circulation directors to district managers.

A second class is scheduled to form in September. ☐

ACEJMC turns down 2 schools; gives limited sanction to 5 others

Two schools were denied accreditation and 12 others were granted full accreditation or offered provisional or probationary accreditation in recent actions by the Accrediting Council on Education in Journalism and Mass Communications.

The council withheld accreditation from the Department of Mass Communications at Middle Tennessee State University and its news-editorial, public relations, broadcast news and radio-television sequences. It had not previously been accredited.

Accreditation was also denied the Department of Mass Communication at University of Wisconsin-Milwaukee and its news-editorial sequence. Last year, the department was granted probationary accreditation, while the news-editorial sequence got provisional accreditation [presstime, June 1982, p. 25].

ACEJMC does not disclose the reasons for its decisions, leaving that to the schools involved. The associate vice president for academic affairs at Middle Tennessee State, Robert B. Jones, said the leading concern of the council appeared to be the high percentages of journalism/communications credits earned by some students. The chairman of the department of mass communication at the University of Wisconsin-Milwaukee, Earl S. Grow, said he believes the turnover rate in the department's faculty was the major factor in its being denied accreditation.

At five schools, entire programs or sequences were offered probationary or provisional status. Such status is offered for a one-year period when there is assurance deficiencies can be quickly corrected.

The five schools are:

- American University. Full accreditation was granted to its graduate program in journalism and public affairs, but provisional accreditation was offered to its School of Communication and its broadcast journalism, print journalism and public communication sequences.
- Ohio State University. Full accreditation was granted to its School of Journalism and its news-editorial and public relations sequences and professional graduate program, but probationary accreditation was offered to its broadcast news sequence.
- San Jose State University. Accreditation was granted to its Department of Journalism and Mass Communications and its advertising, broadcast news, public relations and news-editorial sequences, but provisional accreditation was offered to its photojournalism sequence.
- Temple University. Provisional accreditation was offered to its Department of Journalism and its advertising and public relations sequences, and probationary accreditation was offered to its news-editorial sequence
- Washington and Lee University. Provisional accreditation was offered to its Department of Journalism and Communications, and probationary accreditation was offered to its news-editorial sequence.

Full accreditation was granted to six schools and to the University of Oregon's public relations and magazine sequences, which had been granted probationary and provisional accreditation, respectively, last year.

There are now 81 accredited schools, compared with 83 last year. Besides the loss of accreditation by the University of Wisconsin-Milwaukee, Boston University and the University of Michigan were removed from the list—at their request [presstime, March 1983, p. 24]. The University of Wisconsin at River Falls was added.

During its semiannual meeting April 23-24 in New York City, the council also decided to retain its "unit rule," which says that more than 50 percent of the students in a school or department seeking accreditation should be enrolled in accredited sequences. Also retained was the council's guideline suggesting that journalism students take only 25 percent of their courses in journalism, with the remainder in the arts and sciences.

The ACEJMC also approved a procedure whereby the voting strength of professional and educator representatives will be equalized. The procedure will be used only when a council member requests it. It calls for granting senior representatives of educational organizations two votes each until parity is reached.

Outgoing Council President Carter (right) briefs his successor, Shoquist.

Joseph W. Shoquist, managing editor of The Milwaukee Journal, was elected president to succeed Don Carter, who recently retired from Knight-Ridder Newspapers Inc.

Sharon Murphy of the Southern Illinois University School of Journalism was elected vice president. Billy I. Ross of the Texas Tech University Department of Mass Communications was elected to the new position of treasurer.

The council also voted to combine the offices of council secretary-treasurer and executive secretary of the ACEJMC Accrediting Committee into one position called executive director. The move was prompted by the upcoming retirement of the long-time occupants of those positions, Milton Gross and Baskett Mosse, respectively. A search committee was named to fill the new position.

In a related matter, Boston University had not decided by late May whether to testify at a June 15 hearing on the ACEJMC's request to again be recognized by the U.S. Department of Education as an accrediting agency.

BU, which earlier this year turned down provisional accreditation for its School of Public Communication, submitted a 12-page document to DOE in April citing areas where it feels the ACEJMC does not meet criteria for a recognized agency.

The hearing will be conducted by the National Advisory Committee on Accreditation and Institutional Eligibility. The committee makes recommendations to Secretary of Education Terrel H. Bell, who makes the final recognition decisions.

Future of J-education probed; schools must adjust to change

By Everette E. Dennis

When a journalism educator says he thinks the field is stagnant, it may seem to be a curious exercise in masochism or at least a self-inflicted wound. I did make such a statement some months ago, first in a grant proposal, which begat a news release, which begat articles in trade journals, which begat some pointed questions from my colleagues in the journalism schools. I did not then nor do I now atone for my seemingly impolitic sin, but I do think the blunt declaration that "journalism education is stagnant" needs some amplification.

This appraisal of journalism and mass communication education was the first step in a presumptuous enterprise that may help journalism education find its way at a time when various intellectual, professional and technological currents make life in the communication field quite confusing.

The enterprise is a national Project on the Future of Journalism and Mass Communication Education, which we at the University of Oregon School of Journalism have designed and organized with support from the Gannett Foundation and the Northwest Area Foundation. Our purpose is to assess the status of journalism education and to propose some alternative models for the future.

The nation's journalism schools are neither primitive nor progressive. They are for the most part traditional programs whose structure and curricular offerings have not changed much in decades. There are few, true centers of innovation and, except for an occasional addition of a management or ethics course, change is almost unknown.

There is good reason for what appears to be a sluggish performance. Since the late 1960s journalism schools have been inundated with students. Educators have been so busy teaching their classes and managing the flow of students that they have had little time to think about their activities in any systematic way. In addition, the numbers of faculty members have not kept pace with the growth, and journalism schools, for the most part, have not been especially effective competitors for resources within their universities.

As long as the newspaper field and the other communications industries didn't change much, there was no reason for journalism schools to do much more than routine updating. Change in the industry was incremental, hardly noticeable at times, and it was even slower in the universities. But something has changed. The terms "information society" and "communications revolution" are no longer the stuff of science fiction but are coming to depict the realities of a field in a state of profound change.

At such a time, the journalism schools more than ever before need to keep pace with and integrate new knowledge generated both by scholarly inquiry and by the lessons of professional practice. Similarly, they must be ahead of, or at least responsive to, the impact of technology and the need for new "hands-on" skills to work with it. And, finally, they must be fully aware of the personnel needs of the communications industries and other constituencies.

It is questionable whether the present organizational scheme of the journalism schools within American universities, with their rather rigid industry-by-industry curricular sequences (e.g. news-editorial, magazine, broadcast news, advertising), is a sensible or efficient approach at a time when all communication is coming together in a single, electronically based, computer-driven system.

The Future Project at Oregon is conducting a series of studies involving journalism school administrators, educators, media professionals, and other commentators and critics. We are asking these and other persons to help us speculate about the "ideal" program for the next 10 to 20 years. We are looking at the way our schools are organized, the role of liberal arts education, the mix of conceptual and craft courses, the composition and competence of faculties, professonal connections, and much, much more.

The result of our work will be a strategic plan for journalism and mass communication education with several alternative models calibrated to an individual school's mission and mandate. We will implement one of these approaches to the extent that our resources allow at the University of Oregon, and we hope that our efforts will stimulate discussion, debate and reform in a field that needs it badly. ☐

Dennis is dean of the School of Journalism at the University of Oregon and president-elect of the Association for Education in Journalism and Mass Communication.

Newspaper films listed in revised booklet

A revised edition of "Films About Newspapers," a comprehensive listing of films, video cassettes, filmstrips and slide presentations about the newspaper business, is available.

It lists 45 audio-visual products and is divided into four sections: "Career," "Freedom of the Press," "Production" and "General Media." Each listing has a brief description of the product, its rental or purchase price and the address of the producer or distributor.

Selections were chosen by a panel of five newspaper and education professionals. The films were judged on technical quality, educational content and accuracy of message.

The booklet is a joint venture of ANPA Foundation and the International Newspaper Promotion Association. The first edition was published in 1974.

Single copies of the new edition are available from ANPA Foundation or INPA at The Newspaper Center, Reston, Va. ☐

New handbook contains NIE research guidelines

A manual for assessing the impact of Newspaper in Education programs on student attitudes, newspaper reading and civic awareness is now available.

"Guidelines for Conducting Newspaper in Education Research" contains survey questionnaires used in a Newspaper Readership Project study on the impact of NIE [presstime, Nov. 1982, p. 22].

Copies are $5 each plus postage and may be obtained from the Newspaper Advertising Bureau, 485 Lexington Ave., New York, N.Y. 10017. ☐

Dusseault and Irvin are St. Pete's Capt. Marvels

By Margaret Genovese
presstime staff writer

It's a marvel of mechanization, the production operation of the St. Petersburg (Fla.) Times and Evening Independent. It produces newspapers that consistently win prizes for their technical excellence.

At the head of this operation is a man who admits he's "not technically oriented."

What is former Personnel Director Norman P. Dusseault doing as operations manager of the Times Publishing Co. in St. Pete?

"People ask me that often," reports Dusseault, and he has a ready answer: "Any enterprise, but particularly newspapers and particularly *this* newspaper (company), is a function of people. Sure, there are systems and processes and equipment. You have to have all of that, but all of that won't produce you a newspaper or a good newspaper in particular."

Because of his non-technical background, Dusseault says it is important to "surround" himself with production experts and to "create an atmosphere in which they can function very well in a participatory manner."

At his right hand is John L. Irvin. Although Irvin's title is assistant operations manager, Dusseault says Irvin, whose background is in mechanical engineering, is really the "co-manager."

"They are very much a team," says Clifton D. Camp Jr., vice president and business manager and the person to whom Dusseault reports. "Their expertise dovetails very well."

Dusseault's "piece of the action" comprises all functions between content production and circulation. It includes overseeing the work of more than 600 people in two buildings—the prepress operation located at the papers' headquarters in downtown St. Petersburg and the press and mailroom operations located at a printing plant about three miles away.

His personnel experience has helped him in recruiting technical talent. For example, he plucked the papers' computer engineer from Florida's space industry. But he believes if he has made any unique contribution to the development of the department, it has been in upgrading the management skills of its personnel. He was one of the founders of the Suncoast Management Institute, a consortium of private companies and community organizations that sponsors six or eight management seminars each year in St. Petersburg; and he has sent many of his managers to them.

Irvin's bailiwick is the printing plant. His responsibilities cover the pressroom, mailroom, warehouse and maintenance.

Despite the impressive record of the St. Pete dailies in winning awards for printing quality, Irvin says that none of the equipment being used there is unique. What is unique, he believes, are the people who run the machines and their attitudes.

"Our motto is 'Let's not have any heroes,'" says Irvin. When you have a "hero," he notes, it means that things weren't running smoothly, and someone had to come to the rescue.

The current "hot spot" in his operation is the inserting function. "I've probably sweated a little bit more on inserting than on any other problem," he says. The primary "problem," from a production point view of course, is volume. In the first quarter of 1982, the newspapers carried 24 million preprinted inserts; in the first quarter of 1983, they carried 42 million. "The preprint market has just exploded on us," Irvin notes. The papers are in the process of expanding their mailroom into a former newsprint warehouse.

He moved along a more direct path toward a career in newspaper production than Dusseault. Irvin received a bachelor's degree in mechanical engineering from Rose Polytechnic Institute in Terre Haute, Ind., near his hometown of Sullivan, served a short active-duty stint in the Army Corps of Engineers (later separating from the Army Reserves at the rank of captain) and got his first job after college making engine blocks for the Chrysler Corp. in an iron foundry. He was introduced to printing while working as a press engineer for commercial printer R.R. Donnelley & Sons Co. in Crawfordsville, Ind.

In 1966, Irvin acted on a long-held desire to live in Florida. His arrival in St. Petersburg coincided with the newspapers' entrance into the offset field. He was hired as a plant engineer, later was promoted to plant manager and subsequently became assistant operations manager.

Dusseault, from Fitchburg, Mass., graduated with a degree in social science from the College of the Holy Cross in nearby Worcester. He then served in the Marine Corps (he is a lieutenant colonel in the retired reserves), and upon returning to civilian life became an insurance investigator in St. Petersburg.

He joined the newspapers in 1957 as a personnel assistant, having met the personnel director when both were in the cast of a local Little Theater production. Dusseault served as employment manager and as assistant classified advertising manager before returning to the personnel department as director. In 1974 he took over the production job, and in 1979, he made Irvin his top assistant.

If inside the newspapers the two men complement each other, outside they are the quintessential "odd couple"—Dusseault the former amateur thespian who once wrote a theater column for the Sunday St. Petersburg Times, Irvin the outdoorsman who is a "fanatic" fisherman and a scuba diver. Yet they are personally close. Dusseault says Irvin is "like a brother." Irvin calls Dusseault "one of my best friends."

They both head large families. Dusseault, 53, and his wife have five children; Irvin, 46, and his wife have four. □

Dusseault (right) and Irvin confer on building plans.

Audience fragmentation may not doom TV, after all

By Steven H. Star

A line of reasoning that bodes well for the newspaper industry has become widely shared among newspaper executives. Essentially, the argument is that the proliferation of television channels, in concert with new ways of using the television set (e.g., movie cassettes, video games, interactive information services), will lead to increased fragmentation of the television audience. Under this theory, television will come to resemble contemporary radio, a highly segmented medium, and cease to represent an efficient buy for mass (primarily national) advertisers. As a result, this scenario continues, newspapers—as the last, true, mass medium—will become increasingly attractive to national advertisers and thus regain a significant portion of the market share lost to television several decades ago.

Steven H. Star

A number of media analysts, myself included, have gone so far as to predict that newspapers' revenue gains in national advertising will far outweigh potential losses of local advertising, especially classified, to cable television and interactive, electronic information services.

Now I am not so sure. Most national television advertising is essentially image advertising, of little inherent interest to the viewer. Television is an ideal medium for such advertising because of its intrusive nature and because of the creative possibilities presented by a combination of movement, color and sound. Given the low intrinsic salience of their advertising messages, many national advertisers—especially packaged-goods advertisers—would be hard-pressed to switch from television to print without fundamental changes in their overall marketing strategies. Moreover, given the success of their current strategies and a natural resistance to change, such advertisers would be reluctant to make major modifications in their marketing philosophies *if* they had an alternative.

I increasingly believe that they will have an alternative, even in a world in which 40 to 80 television channels are available to the average household. The alternative will come about through the employment of existing technology to meet the needs of mass-market national advertisers. In effect, television will be able to become a segmented medium, offering specialized audiences to specialty advertisers, without becoming a fragmented medium. Mass-market advertisers will continue to be able to buy virtually "the whole market" without incurring significant cost penalties.

The technology that makes this feasible is based on computers and satellites. With adequate investment in facilities and software by the television and cable industries, a mass advertiser seeking to reach, say, 80 percent of the prime-time viewing audience on a given day could do so with a single order, a single bill, and at cost per thousand viewers comparable to current rates. For example, a master computer in New York could continuously monitor space availability on tens of thousands of local channels via two-way satellite transmissions; it could also book space on as many channels as were available and had been requested by an advertising agency. The commercial itself would then be transmitted to automated buffer storage at each station for showing at the specified time. Fulfillment could be monitored by satellite, and payment could be made to each station or cable operator by automated, electronic-funds transfer.

Conceptually, the significant breakthrough represented by this approach is that for the first time, it will be possible to multiply greatly the number of individual media distributing an advertising message without incurring excessive fragmentation costs. It would be as if an advertiser could reach a large metropolitan market through 40 small local dailies at a CPM comparable to that of a large metropolitan newspaper. Indeed, one would expect greater penetration if such were the case, because the local dailies could focus on the specific needs of disparate market segments much more effectively than could the metro paper.

I believe there is a very high probability that the television and cable industries will restructure themselves on this basis in the years to come. Unlike important sectors of the newspaper industry, the major players in these industries are not hung up on a spurious notion of independence in areas where autonomy makes no real difference. In fact, I doubt very much that the type of transformation I am describing would produce as much trauma for the television and cable industries as the implementation of Standard Advertising Units has for the newspaper industry.

In effect, television will be able to become a segmented medium, offering specialized audiences to specialty advertisers, without becoming a fragmented medium.

The implications for newspapers of this development are not favorable. Proliferation of television channels will increase the attractiveness of the medium to both specialty and mass advertisers through TV's greatly increasing ability to satisfy specific advertiser needs.

Nevertheless, I remain optimistic with regard to the future of the newspaper business because I believe newspapers are becoming increasingly professional and effective in understanding and satisfying the varied needs of multiple segments of readers and advertisers. I do not, however, believe that newspapers are likely to regain a significant share of national advertising from electronic media, and I am firmly convinced that strategies premised on being the last of the mass media are doomed to failure. ☐

Star is senior lecturer at the Sloan School of Management at the Massachusetts Institute of Technology. He serves as faculty chairman of the ANPA/International Newspaper Promotion Association marketing and strategic planning seminars.

Personnel relations

Newspapers ponder 'cafeteria' benefits

By Virginia Tadie

Free lunches? No such thing. But innovative employer-sponsored benefit plans that allow workers to select from a host of options do exist. And while free lunches may sound appealing, "cafeteria" benefits plans are of greater value to employers and employees alike.

The cafeteria approach to benefits is new. In all of American business and industry, there are only 30 or 40, with another 80 in various stages of implementation.

But interest in flexible programs is growing at newspapers and elsewhere. While only two of 543 newspaper companies responding to a late-1981 ANPA survey had taken steps in this direction, a great many more have indicated they are exploring cafeteria plans for the future.

Richard Wibbelsman, partner in the Lincolnshire, Ill.-based consulting firm of Hewitt Associates, insists that cafeteria benefits programs are not plans but "systems." These systems allow employees to chose how their benefit dollars will

An expert in the area of innovative benefits, Wibbelsman notes that cafeteria programs may concentrate on only one benefit area, such as health care, or they may be comprehensive ones that include all benefits.

Regardless of scope, all cafeteria programs are designed to meet several company objectives.

"First," Wibbelsman says, "employers recognize the changing nature of employee demographics. Traditional benefits are designed around families as they existed 10 and 20 years ago. Plans are no longer valid for all employees in an organization."

Therefore, many employers are looking for ways to use resources allocated to benefits in creative ways that are more effective for individual employees.

Under the cafeteria plan, the employer determines the base benefit amount and then offers various ways in which the employee can use the allowance. Workers may elect to "purchase" additional life or health insurance, vacation or sick leave, childcare subsidies or any number of other options the employer offers.

"In addition," says Wibbelsman, "employers can use benefit plans to make compensation more tax-effective for employees"—by converting after-tax contributions to pre-tax contributions—"while creating a tax-deductible expense for the company." The obvious advantage is that the employer increases the worker's spendable income without increasing wages.

This system of benefits is covered by Section 125 of the Internal Revenue Code. Under it, employers may establish for each employee "reimbursement accounts" to which the company contributes the base allowance for benefits. Funds also may be withheld from the employee's salary before taxes and deposited into the account.

The employee uses the funds to "purchase" benefits, such as health and life insurance, or to be reimbursed for other covered expenses such as day-care costs, legal fees and additional vacation days. Benefits are then tailored to suit the employee's individual needs.

According to Wibbelsman, the second objective in establishing a cafeteria benefits system is to help control costs. Flexible plans provide a variety of methods to contain costs without affecting either the per-

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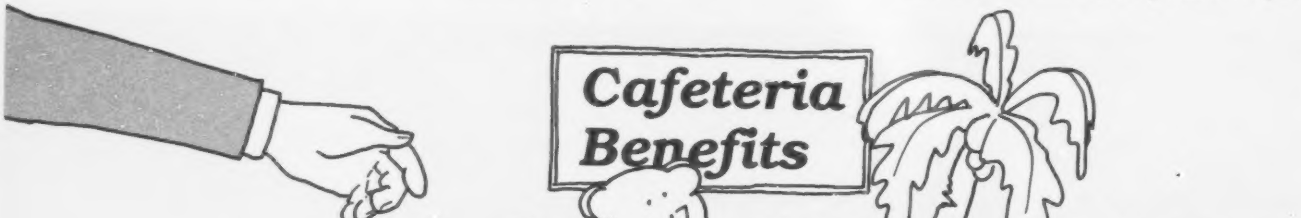
Tadie is personnel relations associate in the ANPA Labor and Personnel Relations Department.



Alberto Pacheco

employee cost of benefits to the company or the take-home pay of the employee.

Wibbelsman says he detects a shift in employers' attitudes toward employee benefits. While initial efforts were directed toward making benefit plans more conducive to employees, the primary objective now is cost containment, he says.

Two papers' plans. At least two newspapers have introduced flexible components into their benefit plans. Following a survey of its employees, the Gleaner of Henderson, Ky., elected to provide a $200 allowance for each employee in addition to the company-sponsored health insurance plan. Employees may be reimbursed out of this fund for medical expenses not covered by the insurance plan.

Recognizing that the so-called "hidden paycheck" often has little value to some employees, the Ellwood City (Pa.) Ledger modified its benefit plan. Many Ledger employees are married to steelworkers and are covered by their spouse's liberal health insurance plans; they had little use for the paper's coverage.

Faced with either a wasteful alternative (providing unnecessary coverage) or an inequitable one (providing no coverage and, therefore, no benefit), the company chose a third option. Ledger employees who do not need the health plan are paid a portion of the money that the company would have spent to enroll them in the plan.

Quite a few other newspapers are considering the cafeteria approach, but some have expressed misgivings. One newspaper executive sums up the reluctance to initiate plans by saying, "We have considered flexible benefits and would like to offer a plan, but it's very complicated and beyond most businesses' capabilities."

Not so, according to Wibbelsman. Although no two plans are alike, procedures have been simplified, and administration of programs is no longer complex. Computer programs, consulting services and even "package deals" are readily available and much less expensive than before.

"Employers must be willing to recognize that flexible compensation programs, with initial design and implementation costs, may not cut costs immediately," he says. "But they will control how those costs increase over time and, therefore, save the organization money." □

NLRB judge says publisher should sign union contract

A National Labor Relations Board administrative law judge has recommended that Cowles Publishing Co. be ordered to execute a labor agreement with a union that the company believes no longer represents its janitorial employees. The company is appealing to the board.

Cowles Publishing, owner of The Spokesman-Review and Spokane (Wash.) Chronicle, reached an impasse on Dec. 16, 1980, in bargaining with Local 6 of the Service Employees International Union. The major point of contention was the company's insistence on eliminating a union security clause that required membership in the union as a condition of employment.

The company did not hear from the union again until April 6, 1981, when the union requested a copy of the company's final contract offer. The company responded with its proposal of the previous December.

About eight months later, on Nov. 25, 1981, the union sent the company's business manager three copies of a labor agreement for his signature. The company replied in a Dec. 4, 1981, letter that it would not sign the agreement, taking the position that the union had abandoned the bargaining unit.

In January 1982, the union requested a list of all employees in the bargaining unit with their addresses, dates of hire, pay rates and classifications. The company refused to provide the information, and the union filed charges with the NLRB.

Administrative Law Judge Joan Wieder rejected the company's contention that it had a good-faith doubt as to support of the SEIU by a majority of employees in the unit.

She said there was no evidence that the union did not represent a majority on Dec. 4, 1981, when the company refused to sign the agreement.

The company failed to prove that it had an objective basis for doubting the union's majority, she said, noting that under labor law, "the employer's burden is a heavy one."

Wieder said the lack of communication between the parties from April to November 1981 was "inadequate to raise a good-faith doubt, particularly where, as here, it has been established that there was a high turnover of union representatives which resulted in some confusion in contract negotiation and administration."

Also, she said, the fact that the bargaining unit had a turnover of 10 of 32 employees between April and November was not "a reasonable basis" for believing the union had lost its majority.

The employees in the unit had filed two petitions with the NLRB to decertify the union as their bargaining agent, but Wieder said it had not been established that a majority of the employees had actually signed the petitions, "or that signing the petitions clearly demonstrated loss of majority."

The judge said the company's evidence that the union no longer represented the employees was "unreliable and the inferences drawn therefrom tenuous."

The company had violated the Taft-Hartley Act by its unilateral withdrawal of recognition from an incumbent union, she concluded.

Its refusal to supply the union with the information it had requested also violated the act, she found.

(Cowles Publishing Co. and Service Employees International Union, Local 6, JD-[SF]-65-83) □

Full complement on NLRB as new member takes oath

Patricia Diaz Dennis was sworn in May 5 to fill the remaining vacancy on the five-member NLRB. She will serve a term that expires Aug. 27, 1986.

Dennis, who was a labor attorney with American Broadcasting Co. in Los Angeles [presstime, Jan. 1983, p. 35], is the first Hispanic and second woman to serve on the board.

She received her law degree from Loyola University of Los Angeles in 1973. She is the only registered Democrat on the board. Chairman Donald L. Dotson and members Robert P. Hunter and Howard Jenkins Jr. are Republicans; member Don A. Zimmerman is an independent. □

Labor law judge finds discharge violated act

A decision by an NLRB administrative law judge that a California daily unlawfully discharged an advertising department employee is being appealed to the board.

Margaret Anderson, a classified advertising copy control clerk, was fired June 2, 1981, by the San Luis Obispo County Telegram-Tribune for alleged poor job performance. She had been assigned to the job in November 1980 after working for the paper since 1977 as a classified telephone clerk and in the dispatch department.

The discharge came a day after management received notice from an independent editorial union at the paper that a majority of advertising department employees had designated it as their bargaining representative.

Judge Maurice M. Miller found the discharge was motivated by Anderson's organizing activities on behalf of the union. Her efforts to have other employees sign cards designating the union as their bargaining agent was concerted activity protected by the Taft-Hartley Act, the judge noted.

He rejected the newspaper's contention that management had not known about Anderson's activities prior to her discharge.

Miller found that Anderson had not been warned that her "purportedly poor work habits, rule infractions, lack of ability, or purported failures to keep current, daily, with her regularly designated tasks" might lead to discipline or discharge. The company had not followed its proclaimed "progressive discipline" policy, he noted.

Furthermore, he said, Anderson had been treated differently than other employees who had committed job infractions. For example, he noted, another advertising department employee had failed to report for work for three days without notifying his supervisor and was not disciplined.

He also noted that Anderson had received a pay increase shortly before her discharge.

Miller recommended that the board order the newspaper to offer Anderson reinstatement to her former job with back pay.

The judge also found that two supervisors had unlawfully questioned employees about their union activities and recommended that the company be ordered to stop interfering with employee rights guaranteed by the act.

There was no "determined proclivity" on the part of the company to violate the act or to disregard employee rights, Miller found, and for that reason he said no broad "cease and desist" order was warranted.

(Telegram Tribune Co. and Telegram Tribune Editorial Employees Association, JD-[SF]-69-83) ☐

NLRB dismisses charge against Ohio newspaper

The NLRB regional director in Cleveland has refused to issue a complaint against The Blade of Toledo on charges filed by Typographical Union No. 63 alleging that the newspaper unlawfully bargained to an impasse on a nonmandatory subject of bargaining.

The dispute was over continuation of a contract clause giving the company the unilateral right to offer early retirement incentives to individual composing room employees.

The union contended that the matter was a permissible bargaining subject, but Regional Director Bernard Levine ruled it was a mandatory subject that could be bargained to an impasse. He said the matter at issue was no different than a management rights clause or others related to working conditions, "which are considered to be mandatory subjects."

The union was granted an extension of time from May 9 to June 2 in which to appeal the ruling.

(The Toledo Blade Co., Case No. 8-CA-16067) ☐

Long strike in Wisconsin comes to an end

A strike that began in October 1977 against Madison (Wis.) Newspapers Inc. has been settled under an agreement approved by the NLRB.

In December 1980, an administrative law judge issued a divided ruling on charges filed by the three striking unions and by the company, publisher of The Capital Times and the Wisconsin State Journal [presstime, Feb. 1981, p. 40]. The company and the unions appealed the decision to the board.

But shortly after the judge's decision, the company and the unions—Milwaukee Typographical Union No. 23, Mailers Union No. 164 and Pressmen's Union No. 208—began negotiations for a settlement.

Under the compromise settlement, the unions received a cash payment that averaged $10,000 per member. About 115 members were involved in the strike settlement. Each union used its own formula for determining payments to its members.

At the same time, the unions gave up rights to represent the company's printers, mailers and pressmen. The unions also agreed not to attempt to organize the company's employees for one year.

Madison Newspapers Inc. is owned equally by The Capital Times Co. and the Wisconsin State Journal division of Lee Enterprises Inc. ☐

Recent contract settlements

Atlanta Journal and Constitution, GAIU: Two-year agreement covering photoengravers; retroactive to Jan. 1, 1983.

Cleveland Plain Dealer, ITU: Twenty-one-month agreement covering compositors; retroactive to Jan. 1, 1983. Two-year agreement covering mailers; retroactive to Oct. 1, 1982.

Columbus (Ohio) Dispatch, Teamsters: Three-year agreement covering truck drivers, warehousemen, car washers and mechanics; retroactive to Sept. 15, 1982.

Winnipeg (Manitoba) Free Press, ITU: Separate three-year agreements covering circulation, editorial and mailroom employees; retroactive to Oct. 1, 1981.

(Details in May 1983 ANPA Labor & Personnel Relations Letter.)

Labor seminar still open

The ANPA Labor and Personnel Relations Department is still accepting registration for a June 10-11 seminar in Las Vegas, Nev., concerning the impact of new technologies on labor relations [presstime, April 1983, p. 49].

Judge bars Guild arbitration of issues not resolved in talks

A federal judge has issued an order permanently enjoining arbitration proceedings initiated by Local 10 of The Newspaper Guild in a dispute with the Philadelphia Inquirer and Daily News.

The case arose from a one-day strike last year by the Guild and other unions over new contracts [presstime, Nov. 1982, p. 36].

On Oct. 1, when the strike was settled, the company signed an agreement with each union that all strike issues were resolved and that any non-strike, open issues would be subject to negotiation.

All "open items" were successfully resolved, except those with the Guild. The Guild took the position that its issues—involving such matters as night pay differential and mileage allowance—should go to arbitration in the event negotiations failed. After several meetings, the Guild declared an impasse in negotiations and filed for arbitration.

The company then obtained a temporary restraining order from U.S. District Court Judge John P. Fullam, enjoining the proposed arbitration.

"In my view," Fullam said, "there is no conceivable basis for the contention that the parties agreed to arbitrate the merit of these items."

The judge ruled that the issues sought to be submitted to arbitration were not arbitrable. He said that if negotiations over the open items reached an impasse, "the remedy must await the next round of bargaining at the termination of the current contract."

Fullam subsequently made the restraining order permanent on grounds that submission of the issues to arbitration would cause "substantial, immediate and irreparable harm" to the company. He ordered the Guild to have its arbitration demand removed from the agenda of the American Arbitration Association.

(Philadelphia Newspapers Inc. v. The Newspaper Guild of Greater Philadelphia et al., USDC E. Dist. Pa., Civil Action No. 83-0648)

Court refuses to enforce NLRB order

A federal appeals court has overturned an NLRB decision calling for The Daily Advance of Dover-Roxbury, N.J., to bargain with Newark Mailers Union No. 11 over an initial contract for circulation department employees [presstime, Nov. 1981, p. 46].

The U.S. Court of Appeals, District of Columbia Circuit, remanded the nine-year-old dispute to the board.

The court held that the NLRB had improperly refused to let the newspaper subpoena an NLRB official to testify about an oral agreement allegedly made between the company and the union during a preelection conference; the alleged agreement provided that motor route carriers were not intended to be included in the voting unit.

The official's testimony should have been allowed, the court said. It noted that if the alleged oral agreement existed, the motor route carriers' ballots should not have been counted. They were tallied, however, and swung the 1974 vote in favor of the union.

"It is repugnant to notions of fairness for the government to seek sanctions for alleged wrongdoing while withholding from the proceeding evidence that would have demonstrated innocence," the court said.

(Drukker Communications Inc. v. NLRB, USCA DC No. 81-2139)

NLRB finds discharge lawful

The NLRB has found that the Redding (Calif.) Record Searchlight lawfully dismissed a composing room employee for poor work performance.

Administrative Law Judge George Christensen had recommended that the board dismiss a complaint alleging that Clarence Doyle, president of Typographical Union No. 993 at the time of his discharge in October 1981, had been fired because of his union activities.

Doyle had been hired in 1979.

(Redding Record Inc. and Redding Typographical Union No. 993, JD-[SF]-60-83)

Arbitration award that upheld union rejected by judge

The San Francisco Newspaper Agency has been upheld by a federal judge in a longstanding labor dispute over pressman Michael Tenorio.

Tenorio was fired in 1978 for allegedly threatening another employee. In 1981, Web Pressmen's Union No. 4 referred him to the newspaper agency for a job. The agency refused to hire him on grounds that he had been permanently barred from reemployment.

In 1982, Arbitrator Robert LeProhn found that the agency, which performs noneditorial functions for the San Francisco Chronicle and the San Francisco Examiner, had violated the labor agreement by refusing to rehire Tenorio [presstime, Feb. 1983, p. 36].

But U.S. District Court Judge Eugene F. Lynch found the arbitrator's award did not represent a "plausible" interpretation of the contract. He granted the agency's petition to vacate the award.

Lynch noted that the arbitrator had "appeared to recognize" the agency's right under the agreement to discharge and permanently bar individuals. "Yet, he then concluded that subsequent to such a discharge and 'permanent bar' of an individual, the agency may refuse to rehire that individual only upon a good faith belief that the individual is not competent to perform his duties," the judge said.

The arbitrator's award was "inconsistent," Lynch said. "It is incomprehensible to this court how the arbitrator could determine that the agency has a right to permanently bar an individual and at the same time determine that this right might be vitiated any time a permanently barred individual is subsequently referred by the union for rehire," he said.

He added that the arbitrator's decision was "at least unintelligible and at best internally inconsistent."

Lynch ordered that the matter be resubmitted to the arbitrator for "clarification."

The union did not appeal Lynch's order.

(San Francisco Newspaper Printing Co. v. San Francisco Web Pressmen's Union No. 4, USDC N. Dist. Calif., No. C-82-6133)

Guild-ITU merger document awaits action by convention

The Newspaper Guild's International Executive Board unanimously approved an amended agreement for merger with the International Typographical Union.

ITU President Joe Bingel has recommended in a letter to his union's membership that they adopt the amended agreement. He had not publicly endorsed the earlier agreement.

The next step toward merger is consideration of the document during the Guild's annual convention in Cleveland June 27-July 1 [presstime, May 1983, p. 53]. If the convention approves the merger, members of both unions will vote on the proposal in September.

Meanwhile, delegates to all six district councils of Guild locals have voted their endorsements of the agreement.

Under the amended merger pact, the proposed Media Workers International Union would have three full-time vice presidents, rather than five, with two from the ITU and one from the Guild. The ITU currently has three vice presidents. The Guild does not have full-time vice presidents.

Another change involved deletion of a pledge that prior to the merger, the ITU would have $1 million in cost savings "in place or in progress." Also deleted was a provision stating that merger would result in "no job loss or reduction in salary or benefits for present staff employees."

In the second proposed consolidation of newspaper-related unions, the merger votes of the memberships of the Graphic Arts International Union and the International Printing and Graphic Communications Union will be tallied June 8. Labor specialists predict that the merger will be approved overwhelmingly. July 1 is the target date for the merged Graphic Communications International Union to be created. □

Perlik to seek re-election

Charles A. Perlik Jr., president of The Newspaper Guild, has announced he will seek re-election this summer. If he is unopposed, he will be re-elected at the union's 50th annual convention in Cleveland. □

Reporter's wage bias charge dismissed

The federal Equal Employment Opportunity Commission has dismissed a wage discrimination charge brought by a former reporter of The Arizona Republic in Phoenix.

Bonnie E. Bartak had alleged that she was discriminated against by being paid a wage lower than male employees with similar qualifications.

The EEOC found "no reasonable cause to believe that this allegation is true."

In another matter involving Bartak, an NLRB administrative law judge recommended in 1981 that the board order Phoenix Newspapers Inc., publisher of the Republic, to reinstate her. He found that she had been fired because she acted as spokeswoman for female newsroom employees and because she had filed charges with the EEOC [presstime, Dec. 1981, p. 41]. The company appealed that decision to the board, where it is pending. □

Negotiations continue at struck New York weekly

A strike against the New York Amsterdam News by Local 3 of The Newspaper Guild that began Feb. 1 was continuing in late May, as was publication of the black-oriented weekly [presstime, March 1983, p. 48].

There was a report that the 37 striking employees had voted to proceed with a plan proposed by Theodore W. Kheel, a New York City labor lawyer and mediator, to purchase the stock of the newspaper through an employee-stock ownership trust. But Bertrand B. Pogrebin, a lawyer speaking for the newspaper's two majority stockholders, Wilbert A. Tatum and John Procope, described it as "a weird twist" in the negotiations to reach a new labor agreement.

Pogrebin said the owners were prepared to negotiate a settlement of the strike but were not interested in selling the paper. □

AP bargaining with two unions

The Associated Press and the United Telegraph Workers were attempting in late May to negotiate a new labor agreement to succeed one that expires at midnight June 17.

The UTW represents about 280 AP employees, most of them technicians.

Meanwhile, the AP's negotiations with the Wire Service Guild, which represents about 1,330 employees, are stalled. That contract expired last Dec. 31. AP has amended its wage offer to a $26.50 increase in the first year of a three-year contract, $26 in the second year and $34 in the third year.

That would make the top minimum $620 in 1985.

The company has told the union it will not make the wage increase retroactive to Jan. 1.

Also at issue are union demands for a clause that would require all non-Guild AP employees to pay the Guild monthly an amount equivalent to union dues, and for a common contract expiration date with the UTW [presstime, April 1983, p. 46]. □

Labor policy resolution voted down at Cap Cities

A resolution calling for Capital Cities Communications Inc. to prepare a written report to shareholders on its "labor policies and practices" was defeated May 5 at the company's annual meeting in Buffalo, N.Y.

The resolution, which was supported by only 11.5 percent of the shares voted, was submitted by the New York City-based League for Industrial Democracy, a pro-union group that owns one share of stock in the company.

The action was related to an informational campaign being conducted by the Washington, D.C.-based Kamber Group for the International Typographical Union in a new contract dispute with the Cap Cities-owned Kansas City Star and Times [presstime, April 1983, p. 48].

James H. Hale, publisher and chairman of the board of the Kansas City Star Co., said he has seen "no progress being made in the negotiations. I see no change in the stance of the parties despite the activities of the Kamber Group." □

Association considers joining battle over boxcar deregulation

ANPA is considering a legal challenge to the Interstate Commerce Commission's March 2 decision deregulating most railroad boxcar traffic [presstime, April 1983, p. 13].

Court review of the 3-2 decision already has been sought in the U.S. Court of Appeals, District of Columbia Circuit, by a number of parties including the American Paper Institute, International Paper Co. and the National Industrial Transportation League.

In the text of its decision, released May 2, the ICC specifically referred to the impact of deregulation on the transportation of paper and forest products. It concluded that continuing regulation of boxcar transport of these products "is not necessary to protect shippers from unreasonably high rates."

In comments submitted to the ICC last year when deregulation was proposed, ANPA pointed out that 70 percent of the newsprint used by U.S. newspaper publishers is carried by rail. The Association said it felt some regulation was needed to protect shippers from "the abuse of market power, i.e., higher rates, less service and possible unlawful discrimination without recourse to the ICC for relief."

In its decision, the ICC said that although rail boxcars transport relatively high percentages of shipments of paper and forest products, "it is nonetheless apparent that railroads are generally subject to severe market constraints in pricing. . . . Trucks already participate substantially in the shorter movements and smaller shipments. Even in the case of newsprint, Conrail states that it has received requests from shippers for competitive rate reductions, showing that trucks are increasingly viable competitors even at fairly remote origins in Eastern Canada."

The decision, which will be effective in six months from the date of publication in the Federal Register, means railroads—without prior ICC approval—can, if they desire, change freight rates daily for most commodities moving in boxcars.

The ICC retains jurisdiction in the following areas:

- Car hire and car service
- Mandatory interchange of equipment
- Reciprocal switching or joint use of terminal facilities
- Car supply
- Rates for the transportation of recyclable or recycled materials other than iron or steel
- Freight car pooling agreements.

The ICC also said the deregulation decision does not relieve rail carriers from their obligations to provide contractual terms for liability and claims, or change the procedures by which freight packaging requirements are established and administered, or affect obligations of rail carriers to compute demurrage charges and establish rules related to those charges.

Chairman Reese Taylor, who voted against deregulation, called the decision irresponsible and said it would "seriously endanger our rail transportation system, whose healthy continuation Congress . . . wishes to maintain." □

Conrail labor accord reached

Conrail and the Brotherhood of Locomotive Engineers have reached accord on a new labor contract, subject to ratification by union rank and file. Details of the agreement were withheld, pending ratification [presstime, March 1983, p. 33]. □

ANPA backs proposal on unloading newsprint cars

ANPA is supporting a railroad industry proposal to remove restrictions on the allowed 48 hours of "free time" for the unloading of newsprint cars. "Free time" is the period a railroad provides a receiver to unload a boxcar before assessing demurrage charges for detaining that car. The new proposal covers shipments within the South and from the South to all areas east of the Rocky Mountains.

Railroads serving the South began allowing 48 hours' free time instead of the previous 24 hours a year ago, but the roads made the policy subject to various restrictions [presstime, June 1982, p. 31]. □

Transportation notes

A new report to Congress by the U.S. Railway Association **gives Conrail high marks** for its financial progress.

The purpose of the study, "Comparison of Conrail with Ten Class 1 Railroads, 1977-1981," was to provide an industry-wide perspective on Conrail's opportunities to achieve further operating, productivity and profit gains [presstime, Feb. 1983, p. 47].

The report said that while Conrail has a pattern of comparatively higher costs in a wide range of areas, the carrier was able to improve significantly its cost performance in most key areas.

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An amended reorganization plan for the bankrupt **Milwaukee Road** and the Grand Trunk Corp.'s plan to acquire it have been filed with U.S. District Court and the Interstate Commerce Commission.

Under the plan the reorganized Milwaukee Road would operate a 3,100-mile Midwestern railroad system as a subsidiary of the Grand Trunk. Proceedings in the case are expected to be completed in 1984.

Meanwhile, authority granted to various railroads to provide interim service over embargoed lines was extended to June 30 for the Milwaukee and July 31 for the Chicago, Rock Island and Pacific Railroad Co.

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The ICC has announced there will be **no cost-recovery rate increase** for U.S. railroads for the current (second) quarter.

The Association of American Railroads told the ICC that a railroad's cost of doing business will be 3.1-percent lower than the cost reported in the first quarter, mainly because of reduced oil prices [presstime, Feb. 1983, p. 47].

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The per-mile **cost of operating a compact car** averaged 47.21 cents in 20 major cities last year, according to the Hertz Corp. The average rose 1.09 cents from 1981.

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Traffic on the Montreal-Lake Ontario section of the **St. Lawrence Seaway** was 42.8 million tons in 1982—a 15.3-percent decrease. On the Welland Canal section, volume dropped by 16.7 percent to 49 million tons. □

Conference & Expo opens June 11 in Las Vegas

The program is complete and the exhibits are ready for the 55th annual ANPA Operations Management Conference and Exposition (formerly the Production Management Conference). The five-day event, labeled "Synectics '83," begins June 11 at the convention center in Las Vegas, Nev.

Attendance is expected to exceed the 8,704 at the 1982 Conference, and it could top 10,000, according to ANPA Director Technical Services Peter P. Romano.

Romano, who serves as director of the Conference and Exposition, said the program—including three general sessions and eight symposia—will focus on improving quality, efficiency and productivity; distribution strategies, including total market coverage, newsprint management and telecommunications; and computer-to-plate, robotics and other high technology. A complete program schedule is below.

The program was put together by the Conference and Exposition Arrangements Committee headed by Kenneth C. Bronson, vice president Affiliated Newspapers of Stauffer Communications Inc., Topeka, Kan.

The program sessions in the center's East Meeting Room Complex will be from 9 a.m. to 12:30 p.m. June 13-15.

Program—55th ANPA Operations Management Conference and Exposition

Monday, June 13

Opening Session, 9 a.m. to 10:30 a.m.

***Session Chairman:* Kenneth C. Bronson,** vice president, Affiliated Newspapers, Stauffer Communications Inc., Topeka, Kan., and chairman, ANPA Operations Management Conference and Exposition Arrangements Committee

Address of Welcome—Earl Johnson, general manager, Las Vegas (Nev.) Review-Journal

Opening Remarks—Mike Sharruf, advertising director, Las Vegas (Nev.) Sun

Address by the ANPA Chairman and President, William C. Marcil, president and publisher, The Forum, Fargo, N.D.

The Importance of Quality, John B. Lake, publisher and executive vice president, Times Publishing Co., St. Petersburg, Fla., and chairman, ANPA Research and Production Committee

The Delta Family Feeling—Quality, Productivity and Service, David C. Garrett Jr., president and chief executive officer, Delta Air Lines Inc., Atlanta

Four Concurrent Symposia—10:45 a.m. to 12:30 p.m.

• Symposium I:

People Power—Motivation, Utilization and Training

***Chairman:* Donald J. Barhyte,** vice chairman, chief financial officer and treasurer, Multimedia Inc., Greenville, S.C., and chairman, ANPA Training Committee

***Fears and Expectations that Come with Change*, Betty A. Duval,** vice president staff development, Dow Jones & Co. Inc., New York

***Performance Appraisal as a Manager's Aid*, James D. Boswell,** vice president employee relations, Los Angeles Times

***Supervisory Training*, Giles E. Padel,** director of training newspaper operations, Harte-Hank Communications Inc., San Antonio, Texas

***Training the Trainer*, Robert J. Jendusa Jr.,** director training and development, American-Statesman, Austin, Texas

• Symposium II:

Press Conversions—Past, Present and Future

***Chairman:* John Sacchia,** national production manager, Hearst Newspapers, New York, and chairman, ANPA Research and Development Committee

***Co-Chairman:* Raymond R. Dittrich,** vice president, News America Publishing Inc., New York, and vice chairman, ANPA Research and Development Committee

***Flexography—A Valuable Alternative*, Jerry S. DeHimer,** director of production, The Providence (R.I.) Journal

***ANPAPRESS™ , Flexo and Water-Based Inks*, Paul J. Koessler,** executive vice president, Greater Buffalo Press Inc., Buffalo, N.Y.

***Update on ANPAPRESS Retrofit*, John R. Rodney,** production director, Easton (Pa.) Publishing Co.

***ANPAPRESS Offset Retrofit*. George E. Botsko,** production director, Burlington County Times, Willingboro, N.J.

• Symposium III:

The Three C's of Quality: Commitment, Competence and Communications

***Chairman:* Norman P. Dusseault,** operations manager, Times Publishing Co., St. Petersburg, Fla.

***The Quality Commitment: Experimentation and Liaison with Suppliers*, Michael Stern,** production manager, The Syracuse (N.Y.) Newspapers Inc.

***Communications and Competence: The Human Factors Involved in Obtaining Quality*, William F. Sykes,** vice president general manager, News-Press Publishing Co. Inc., Santa Barbara, Calif.

***The Newsroom's Contribution and Commitment to Quality*, George E. Sweers,** director of news illustration, Times Publishing Co., St. Petersburg, Fla.

• Symposium IV:

Energy and Space Management

***Chairman:* Irving Newhouse,** director of research and engineering, Newhouse Publications, New York

***Energy Management and Incineration and Heat Recovery Systems*, Joseph Petzko,** director of operations, Carlstadt, N.J., plant, The New York Times Co.

Co-generation

Thomas W. Cooper, production director, San Diego Union and Tribune

Tom Thokey, vice president and general manager, Troy (Ohio) Daily News Inc.

William Perry, production engineering manager, Los Angeles Times

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Tuesday, June 14

General Session—9 a.m. to 10:30 a.m.

***Session Chairman:* Joseph M. Ungaro,** vice president and executive editor, Westchester Rockland Newspapers, White Plains, N.Y., and vice chairman, ANPA Operations Management Conference and Exposition Arrangements Committee

Editor & Publisher Exhibition Awards, Ferdinand C. Teubner, publisher, Editor & Publisher magazine, New York

Kodak "World's Best Color Reproduction Award," William E. Sherman, vice president and general manager, Graphics Markets Division, Eastman Kodak Co., Rochester, N.Y.

Kenneth C. Bronson

Earl Johnson

John B. Lake

John Sacchia

Paul J. Koessler

William Perry

Jane Wilson

About 215 companies will display their wares in the equipment exhibition, which could cover a record amount of net exhibit space, approximately 220,000 square feet.

The exhibits in the convention center's East Hall will be open from 11 a.m. to 5:30 p.m. June 11 and 12, and from noon to 5:30 p.m. June 13-15.

A $20 registration fee covers admission to all sessions and the equipment exhibition. There is no preregistration. The registration desks at the convention center will be open June 11 and 12 from 10 a.m. to 5:30 p.m., and June 13-15 from 8 a.m. to 5:30 p.m.

Delta Airlines is offering a special Conference and Exposition fare providing a minimum 30-percent discount on day-coach travel to Las Vegas. Departures must be between June 7-12, and tickets must be purchased seven days in advance. With six flights—and nearly 1,000 seats—a day into Las Vegas, Delta offers direct or connection service from 61 cities in North America and Europe. For reservation information, call (800) 241-6760, except in Georgia where the number is (800) 282-8536. Several other carriers offer general discount fares to Las Vegas.

Room commitments have been made by nine major hotels, including the Las Vegas Hilton, the headquarters hotel. Rooms still may be reserved by calling the ANPA Housing Bureau at (800) 634-6681 or (702) 733-2220.

ANPA will provide complimentary shuttle

The Standardization of Newspaper Advertising, Walter E. Mattson, president and chief operating officer, The New York Times Co.; chairman, Working Committee on Advertising Standards; and vice chairman, ANPA Research and Production Committee

Marketing Against Other Print, Craig C. Standen, president, Newspaper Advertising Bureau, New York

Marriage of Press/Packaging—Alternate Concepts

Overseas Experiences, Dietrich Batz, president and chief executive officer, Dierichs, GmbH & Co. KG, Kassel, West Germany

U.S. Experiences, Richard E. Lewis, vice president production, The Record, Hackensack, N.J.

Four Concurrent Symposia—10:45 a.m. to 12:30 p.m.

• Symposium I: Distribution strategies

***Chairman:* Jay A. Shaw,** president and chief executive officer, Connecticut Newspapers Inc., Stamford

***Atlanta's Approach to Selective Market Coverage,* Ferguson E. Rood,** vice president advertising and marketing, Atlanta Journal and Constitution

***Total Market Coverage Using Carriers,* John J. Knipper,** head computer coordinator, Newsday, Long Island, N.Y.

***The Special Supplement Approach,* John A. Wolf,** senior vice president, Dallas Times Herald

***Small Newspaper Copes with a 900% Increase in Inserts,* Jay A. Shaw**

• Symposium II: Newsprint Management

***Chairman:* Hal B. Neitzel,** president, Easton (Pa.) Publishing Co.

***The Impact of Offset Printing on Newsprint Runnability,* Louis J. Franconeri,** vice president operations, Baltimore Sun

***Newsprint—Avenues of Opportunity,* Lloyd E. Foss,** newsprint coordinator, Hearst Newspapers, New York

***S.W.A.T.S. (Save Waste At The Sentinel) Program,* Charles W. Carroll,** production manager press-distribution, The Orlando (Fla.) Sentinel

***Integrated System for Newsprint Management,* Edward E. Beckley,** systems consultant, The Copley Press Inc., La Jolla, Calif.

• Symposium III: Introducing the New Advertising Standards

***Chairman:* Kenneth S. Fleming,** vice president general manager and chief operating officer, Newspaper Printing Corp., Tulsa, Okla.

***Overview,* Charles M. Kinsolving Jr.,** vice president marketing and new technology, Newspaper Advertising Bureau, New York

***Advertising Manager's View,* Frank J. Savino,** vice president marketing, The Record, Hackensack, N.J.

***Production View,* Stan Richmond,** vice president systems and engineering newspaper operations, Harte-Hanks Communications Inc., San Antonio, Texas

***Editor's View,* Drake Mabry,** associate editor, The Des Moines (Iowa) Register

• Symposium IV: Telecommunications—A New Market For Newspapers

***Chairman:* Donald F. Wright,** president and chief operating officer, Los Angeles Times, and chairman, ANPA Telecommunications Committee

***Overview: This Year's "Big Stories,"* Jane Wilson,** telecommunications industry specialist, ANPA, Reston, Va.

***Low Cost Video Production,* Carolyn E. Fessler,** electronic information services manager, Dallas Morning News

How to Enter the New Market: Cost Effective Strategies

***Text and Video in a Single Service,* Julie M. Raynor,** manager videotex services, Newsday, Long Island, N.Y.

***Cabletext and Teletext Together,* Robert L. Anderson,** editor cable news service, The Courier-Journal and The Louisville (Ky.) Times

***Videotex on a Shoestring,* Shaun Higgins,** director electronic publishing, The Spokesman-Review and Spokane (Wash.) Chronicle

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Wednesday, June 15

General Session—9 a.m. to 12:30 p.m.

***Session Chairman:* Larry Strutton,** vice president operations, Detroit Free Press

CPU to Plate—"Fact or Fiction"—9:05 a.m.

***Moderator:* G. Michael Jones,** director of information systems, Knight-Ridder Newspapers Inc., Miami

***Manufacturers' Panel:* Alfred L. Fenaughty,** president and chief executive officer, Information International Inc., Culver City, Calif.; **Donald J. Kramer,** president, Hastech Inc., Manchester, N.H.; **Hank Bechard,** chairman of the board, Autologic Inc., Newbury Park, Calif.

***Newspaper Panel:* Darrow Tully,** publisher, The Arizona Republic and Phoenix Gazette; **Ted Weegar,** assistant managing editor, Los Angeles Times; **EuGene L. Falk,** director of operations, Mercury and News, San Jose, Calif.

Newspapers and Robotics?—9:50 a.m.

***Chairman:* Gene McDavid,** vice president operations, Houston Chronicle, and chairman, ANPA Technical Services and Training Committee

Walter K. Weisel, president, Prab Robots Inc., Kalamazoo, Mich., and president of the Robot Institute of America

Technologies of the Future—11 a.m.

Robert Anderson, chairman of the board and chief executive officer, Rockwell International, Pittsburgh bus service to the convention center from all of these hotels except the Las Vegas Hilton, which is located adjacent to the center. Buses will operate at 15-minute intervals from 10 a.m. to 6 p.m. June 11 and 12, and from 8 a.m. to 6 p.m. June 13-15.

Both Avis and Hertz are offering attendees substantial car rental discounts. For Avis, specify attendance at the Conference and Exposition. For personnel of ANPA-member newspapers who have ANPA discount cards, Hertz is offering a Conference and Exposition discount. Give the code number CP-93039 when reserving and picking up a Hertz car.

Taxi service from the airport to the hotels averages about $7.50 a trip. There are Gray Line buses running every 10 minutes from the airport to the hotels for $3 per person; the pick-up area is located at the center exit of the airport baggage claim area.

Production Management Associates will offer an entertainment program for spouses and guests. Registration for associates will be at the Las Vegas Hilton on June 12.

This year, for the first time, registrants will receive a booklet listing vendors by name and product [presstime, March 1983, p. 43]. ☐

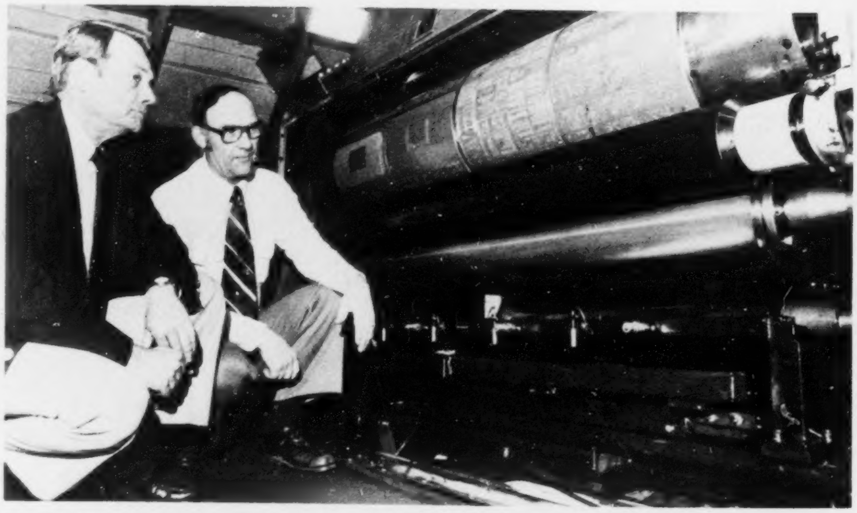
The list of Exposition exhibitors and their booth numbers is on page 38.

Expo publication has no connection to ANPA

ANPA has disavowed any connection with The Conference Journal, a publication that solicited advertising from exhibitors at the upcoming ANPA Operations Management Conference and Exposition.

The ad rate card for the publication, which is to be published during the Exposition in Las Vegas, Nev., June 11-15, displayed the initials "ANPA" on its cover and elsewhere, apparently leading some recipients to believe the enterprise enjoyed the Association's imprimatur.

Atwood Convention Publishing Co. of Kansas City, Mo., which distributed the rate card, "has advised ANPA that it is notifying exhibitors that there was no intent to imply that ANPA was sponsoring the publication," the Association said. ☐



Burgess (left) inspects converted press with Bill McFarland, press superintendent.

Decatur, Ill., daily becomes first to add color to anilox system

By Gary Minich

The Herald & Review in Decatur, Ill., has completed retrofitting its seven-and-one-half-unit Hoe Colormatic letterpress with a full-color anilox inking system developed by K&F Manufacturing Co. Inc. of Granger, Ind.

Other newspapers have incorporated anilox technology into their production systems.

But the Herald & Review is unique in that it is 100-percent anilox: The press incorporates a quarter-web ink-supply system so that each of the press's 15 couples (half units) can deliver up to four different colors per page.

Such a system was "sold" to Publisher Wayne E. Schile and General Manager W. Stephen Burgess during a meeting in Davenport, Iowa, early last year.

K&F had told the newspaper that running four colors on each page was possible. The Herald & Review then opted for that flexibility.

Quartering the web means that the Herald & Review can provide spot color anywhere in the paper. Because the anilox roller delivers the ink from four different pans directly to the transfer roller without the oscillation of standard systems, one end of the web can receive spot yellow while the other end and two middle bands are being printed in other colors.

For instance, instead of losing four pages of capacity to run spot red on the front page, the Herald & Review can run the red while putting down other colors on the three companion pages in the web. Or it can put red on two of the pages, yellow on the third and blue on the fourth. It could even put red on one page and black on the other three quarters of the web—all from the same impression cylinder.

"There is obviously still some reduction in page capacity," Schile said, but it's no longer crucial. Nor is it necessary to match color ads to the press-run order. "We can put the color wherever we need it."

As a symbol of the new capacity, the Herald & Review has begun printing its own Sunday comics as well as Sunday comics for a sister paper, The Southern Illinoisan in Carbondale. And the Decatur daily has taken on multi-color job printing contracts.

The project, completed in late April, took

Minich is a staff writer of the Herald & Review, Decatur, Ill. An article on how The Express of Easton, Pa., converted its six-unit Scott letterpress press to the anilox inking system appeared in the April 1983 issue of presstime, *p. 38.*

11 months longer than originally planned because of the technical problems quartering the web with color inks presented, said Bernard Thompson, K&F's marketing director. Thompson said there would have been no problems with the conversion if the newspaper ran only black ink.

"The anilox system required more automation for color ink than we anticipated," he said. "We didn't know we had a problem until we reached a speed of 60,000 impressions per hour."

Problems to surmount. K&F began perfecting anilox-conversion technology before it began working with the Herald & Review early in 1982. But the newspaper's press speed and deadlines compounded existing technical problems.

"First, we did not anticipate the Herald & Review press runs of 65,000 to 70,000 impressions per hour," Thompson said. At those speeds, the color inks literally "crossed," or crawled, over the dividers that separated the color inks in the tray, causing colors to become mixed.

Publisher Schile said the press speeds are necessary to meet the Herald & Review's goal of supplying readers in 22 counties with the freshest product in central Illinois. "We are among a few newspapers that even try to get West Coast (sports) scores in," he said.

With lower press speeds, the Herald & Review would have no choice except earlier news deadlines. "That was an unacceptable choice," Schile said.

K&F finally hit on this solution: inserting "lipped" dividers in the pans to stop the crossover effect.

While the solution was simple, discovering it was not, said Thompson. "It took us about four months to attain it," he said.

Another problem at the newspaper involved the oil-based inks being used. The pressmen couldn't see the ink level and blindly would keep adding more ink while the rollers dumped the excess out the back and into the reel room.

K&F developed an automatic ink sensor that monitors and controls the ink levels in the tray. The device measures the ink levels within very small parameters.

"In printing newspapers," Thompson said, "reversibility is very important." Other printing presses need run in only one direction, but newspapers must be able to run units in both directions and to change direction quickly and automatically.

"This meant developing a doctor blade which could be reset with the flip of a switch. No one wants to crawl inside the arch and reset the doctor blade each time the direction reverses."

K&F thought it had the answer with a floating doctor blade, one resting on a cushion of air—that is, a rubber air chamber running underneath the entire length of the blade to apply steady pressure.

The theory didn't work. The floating-air-bag-concept had to be replaced with a cam-type adjustment system that eliminated a wear problem at the center of the doctor blade.

The Herald & Review project means K&F has now developed a full-color anilox inking system capable of delivering consistent quality reproduction on any size letterpress newspaper.

The development is part of the continuing story of ANPAPRESS™ technology, a printing concept that could be a less expensive alternative to offset. K&F holds a license from ANPA to use the ANPA patents and ANPAPRESS technology.

Numerous benefits. The K&F-developed conversion kit is not a true flexographic system in that it uses the existing form rollers and an ink drum to deliver ink to the printing plate.

True flexography eliminates all rubber and oscillating rollers and ink keys. The anilox roller delivers a metered amount of ink directly to the plate.

Nonetheless, the conversion does eliminate a number of extra rollers on each unit, reducing ink-roller drag and therefore cutting press-run energy costs.

The anilox system also significantly reduces misting problems and ink and paper waste at the beginning of the press run.

K&F's Thompson said that with the drive train reduced 60-70 percent, the newspaper can further reduce energy costs by installing a more efficient motor.

Changing colors in mid-run is easy, and the process yields additional savings. "Before, we would waste 20 to 30 pounds of ink changing colors on a unit," said Herald & Review General Manager Burgess. "Now, it's just a matter of slipping out one ink pan and substituting another."

It was the proffered savings in ink and paper costs that led the Herald & Review to investigate conversion. Schile said his main goals were to improve the quality of the product through installation of a more consistent ink-delivery system; to save paper and ink by cutting waste normally associated with starting the press run; and to reduce the man-hours necessary to set ink keys at the start of and during the press run.

"With the Herald & Review offering three different editions every morning," Schile said, "cutting the time involved in changing colors and re-setting ink keys became very important to us."

Success at Decatur is being watched by the industry. ANPA's Research Institute was the original developer of anilox inking systems for newspapers and lightweight letterpress as an alternative to offset.

Several things affect newspaper printing quality—paper, ink, consistency of phototypesetters, consistency in the platemaking process. New water-based inks have the advantage of being quick-drying, giving sharp, consistent, smudge-free colors. Currently their use is somewhat limited by platemaking chemistry.

NAPP plates, used in Decatur, are processed with water. Developing a plate that will stand up to a full press run using water-based inks has been placed on the agenda for NAPP, which like the Herald & Review, is a division of Lee Enterprises Inc. □

Cedar Rapids wins Metro Users contest

First-, second- and third-place winners have been selected in the 21st semiannual Goss Metro Users Printing Quality Contest conducted by the ANPA Research Institute. They were:

- **Overall:** Cedar Rapids (Iowa) Gazette, The Statesman-Journal of Salem, Ore., and St. Petersburg (Fla.) Times.
- **Black and white:** Cedar Rapids Gazette, The Statesman-Journal of Salem and The Sacramento (Calif.) Union.
- **Spot color:** Cedar Rapids Gazette, St. Petersburg Times and The Statesman-Journal of Salem.
- **Process color:** St. Petersburg Times, The Orlando (Fla.) Sentinel and The Statesman-Journal of Salem.

ANPA/RI and newspaper production examiners rated the 13 Metro users that entered the contest on a scale of 0 (poor) to 5 (excellent). □

Scheduled exhibitors at 55th ANPA Conference and Exposition

Alan Imaging Products, booth number 2250
Alphatype Corp./Berthold Group, 2232
American Bell, 1630
American Bell Consumer Products, 1754
American Printer, 920
American Zela Inc., 2277
Anchor/LithKemKo, 1376
Amtec Image Corp., 1008
ANPA, ANPA/RI, ANPA Foundation, ANPA Credit Bureau Inc., 1140
Application Engineering Corp., 1976
Applied Learning Corp., 2212
Associated Graphics Specialties Inc., 1272
Associated Press, 1202
Atex Inc., 122
AT&T-The Bell System, 1902
The Austin Co., 1478
Autologic Inc., 1446
Autronics Corp., 608

Baldwin-Gengenheimer Division, 1418
BASF Systems Corp., 1402
Beaudreau Electric Inc., 1970
Bell & Howell, 1578
B. H. Bunn Co., 1476
Butler Automatic Inc., 1802

Camex Inc., 1534
Cannon-Cross Inc., 502
Capital Elevator Sales Inc., 1018
Cary Co. Inc., 1660
Chesley F. Carlson Co., 2040
Chemco Photoproducts Co., 2022
Cheshire/A Xerox Co., 1172
CIP Inc., 340
CK Optical Co. Inc., 1878
Collier-Jackson Inc., 1252
Composition Systems Inc., 1856
Compugraphic Corp., 1422
Computek, 266
Computer Video Systems Inc., 1302
Consolidated International, 166
Craig Cold Type Supply Inc., 412
Creative Data Systems Inc., 1044
Crosfield Data Systems Inc., 766
Custom-Bilt Machinery, 1980

Dar-Mar Inc., 1879
Data Sciences Inc., 408
Delta Data Systems Inc., 1234
Dent-X Corp., 2206
Denver Design Associates, 1016
Dewar Information Systems Corp., 602
Diamond Graphic Service Corp., 503
Digital Equipment Corp., 1256
Dunn Technology Inc., 914
Durbin Associates, 816
Duro Roller Co. Inc., 606
Dynaric Inc., 1714

E.A.M. Industries, 877
Eastman Kodak Co., 122
Ebway Industries Inc., 418
Eclectic Co. Inc., 1870
ECRM, 1122
Editor & Publisher, 1366
Encyclopaedia Britannica Inc., 507
Enkel Corp., 1348
EOCOM Electronic Systems, 1510

Ferag Inc., 854
Flex-O-Line Inc., 770
Flint Ink Corp., 1828
Fluorographic Services Inc., 2070
R. Foster Co., 1779
J. A. Freeman & Son, 1020

General Photo Products, 1502
Goss Products Graphic Systems Division, Rockwell International, 922
Graphic Arts Technical and Consulting Services, 366
Graphic Enterprises of Ohio Inc., 1134
Graphic Management Associates Inc., 2066
Graphic Products Corp., 918
Gulf Coast System Design Co., 506
Gutenberg Expositions, 1971

H.A.B. Chemical Co. Inc., 2056
Hall Systems Inc. & George R. Hall, 2140
Harris Graphics Corp., 622
Hastech Inc., 604
HCM Graphic Systems Inc., 866
Hercules Inc., 140
Howson-Algraphy Inc., 518

IBM Corp., 1810
IDAB Inc., 1434
Ideal Equipment Co. Ltd., 2280
Information International Inc., 1572
Ingenuity Inc., 2256
Inland Newspaper Machinery Corp., 1918
Intercorp Ltd., 1066
International Newspaper Promotion Association, 1872
Intrade, 509
Ipec Inc., 1666
Itek Composition Systems, 836

K & F/Beach Manufacturing Co., 2166
Kansa Corp., 1566
Kidder-Stacy Co., 1944
Kirk-Rudy Inc., 2208

Lektro Inc., 1880
Letterflex Systems, W. R. Grace & Co., 754
Lincoln St. Louis, 1679
Locker Typesetting Equipment, 2210
LogEtronics Inc., 348

Mailing Machine Systems Inc., 2050
Mailroom Systems Inc., 2217
Malone Electronics Inc., 1678
M.A.N.-ROLAND USA Inc., 446
Martin Automatic Inc., 1654
Master Etching Machine Co., 1210
Masthead International Inc., 250
McCain Manufacturing Corp., 310
M.E.G. (U.S.) Inc., 566
Mergenthaler Linotype Co., 950
MGI International Inc., 1118
Midwest Publishers Supply Co., 1218
Misco, 1778
Mohr Enterprises, 465
Monotype Inc., 2158
Motorola Communications & Electronics, 466
Muller-Martini Corp., 422
Mycro-Tek, 950

NAPP Systems (USA) Inc., 1002
National Machine Co., 1466
New Dimension Papers Inc., 2056
New England Newspaper Supply Co., 1178
News Cable Associates, 504
Newscolour Corp., 2276
Newspaper Electronics Corp., 2002
Newspaper Systems Inc., 1771
Nolan Industries Inc., 1322
nuArc Co. Inc., 1166
NU-Graphics Manufacturing, 2062

Offset Technology, 406
ONE Corp., 1266
Ovalstrapping Inc., 1642

Pacepack Marketing Corp., 654
Pacific Press Services Inc., 1871
Publishers Associated to Gain Economy, 505
Pamarco Inc., 1148
Pathfinder Graphic Associates Inc., 417
Penta System International, 2108
Pitman Co., 1934
Polychrome Corp., 1928
Press Machinery Corp., 356
Press Maintenance Inc., 1770
Printing Impressions, 769
Printing Press Services International, 1766
Publishers Equipment Corp., 1844
Publishers for Conventions Inc., 773

Quanta Corp., 2270

Realtime Associates Inc., 944
Rochester Institute of Technology, 1648
Rochester Institute of Technology-Mobile Unit, 302
Roconex/Dynalith, 1922
Ryco Graphic Manufacturing Inc., 512
Rycoline Products Inc., 2179

Scheffer Inc., 1748
Seaboard Energy Systems Inc., 2074
Semler Industries Inc., 1818
Seybold Publications Inc., 2214
S I Handling Systems Inc., 1966
Sim-X Inc., 678
Smith RPM Corp., 434
Software Consulting Services, 1248
Solna Inc., 1156
Stauffer Media Systems Inc., 950
Stepper Associates Inc., 1834
System Integrators Inc., 522, 768

Taft Contracting Co. Inc., 2077
Taft Equipment Sales Co., 156
Tasope', 540
TEC Systems/W. R. Grace & Co., 666
Tech-Energy Co., 2224
Teleram Communications Corp., 1372
Terminal Systems Corp., 820
Texscan MSI, 1672
T F & E Pressroom Devices Inc., 2076
The Ink Co., 618
3M Co., 972
Tingue, Brown & Co., 771
Todd Communications Inc., 2258
Treasure Chest Advertising Co. Inc., 440
TV Data Inc., 1622
Typeworld, 2176

United Press International, 1822

Video Data Systems, 2179
Vision Data Equipment Corp., 1602
VU/Text Information Services, 318

Warner 'MDS' Color Corp., 2174
Web Press Corp., 2018
Web Specialties Inc., 966
Western Lithoplate & Supply, 1866
Whalen Computer Services Inc., 1702
Williamson & Co., 2008
Windmoeller & Hoelscher Corp., 878
Lawrence Wittman & Co. Inc., 2177

Xenotron Inc., 2150
Xitron Inc., 718

(Listing as of May 16)

State-by-state analysis details drop in 1982 use

U.S. daily newspapers consumed 7,607,458 metric tons of newsprint in 1982, 2.6 percent less than a year earlier. This figure supersedes a preliminary one that had indicated a decline of 1.8 percent [presstime, Feb. 1983, p. 45].

The annual consumption survey by ANPA [presstime, July 1982, p. 53] shows that Alaska had the largest percentage increase in newsprint consumption between 1981 (13,046 tons) and 1982 (18,209 tons)—39.6 percent.

Next highest were Alabama and Nevada, each with 6.1 percent, followed by Colorado and Texas (4.4 each) and Iowa (4.3).

Texas had the biggest increase in actual tonnage consumed—27,370 tons—(648,435 vs. 621,065).

Net decreases were recorded in 42 states. (Consumption for Delaware and the District of Columbia were combined for this study because of the small number of newspapers published in each location.) South Dakota had the largest percentage decrease, 12.0, and California had the biggest decrease in tonnage, 38,276. However, California remained the nation's top consumer, using 1,033,013 tons.

There were consumption decreases in each region. The South had a decline of 0.6 percent; Northeast, 1.6; West, 2.8; and the North Central states, 6.3.

The Buffalo (N.Y.) Courier-Express and The Cleveland Press, major users of newsprint, ceased publication during the year. USA Today, which began publication in one market Sept. 15 and at the end of 1982 was being printed in five others, was not counted in this study because figures were unavailable.

The survey covered 1,749 dailies—all U.S. general-circulation daily newspapers as well as some foreign-language, college and special-service dailies such as trade newspapers. They accounted for 75.2 percent of 1982's estimated total newsprint consumption of 10,115,000 metric tons by all U.S. users including weekly newspapers, commercial printing firms, free-distribution publications, comic sections and the government. Daily newspapers' percentage was down from 1981's 76.9 percent. ☐

State-by-state newsprint consumption by U.S. daily newspapers*

	1982	1981	% change
Alabama	69,206	65,218	6.1
Alaska	18,209	13,046	39.6
Arizona	110,534	111,957	-1.3
Arkansas	38,882	40,442	-3.9
California	1,033,013	1,071,289	-3.6
Colorado	173,629	166,261	4.4
Connecticut	91,461	95,490	-4.2
Delaware and District of Columbia	215,032	222,890	-3.5
Florida	462,886	481,285	-3.8
Georgia	125,146	127,090	-1.5
Hawaii	28,282	31,272	-9.6
Idaho	15,421	16,288	-5.3
Illinois	381,108	402,242	-5.3
Indiana	128,301	132,090	-2.9
Iowa	65,558	62,883	4.3
Kansas	37,665	39,134	-3.8
Kentucky	66,047	69,440	-4.9
Louisiana	118,004	121,938	-3.2
Maine	18,224	19,228	-5.2
Maryland	97,122	99,647	-2.5
Massachusetts	230,544	234,061	-1.5
Michigan	266,180	294,489	-9.6
Minnesota	106,553	113,290	-5.9
Mississippi	31,390	32,238	-2.6
Missouri	156,551	161,176	-2.9
Montana	13,278	14,316	-7.3
Nebraska	40,769	44,317	-8.0
Nevada	35,090	33,087	6.1
New Hampshire	14,080	15,267	-7.8
New Jersey	256,082	253,582	1.0
New Mexico	25,007	25,120	-0.4
New York	827,186	831,166	-0.5
North Carolina	119,781	121,684	-1.6
North Dakota	12,520	12,960	-3.4
Ohio	322,209	354,926	-9.2
Oklahoma	83,479	83,990	-0.6
Oregon	80,395	85,872	-6.4
Pennsylvania	395,380	414,365	-4.6
Rhode Island	31,726	32,570	-2.6
South Carolina	57,389	57,854	-0.8
South Dakota	9,022	10,254	-12.0
Tennessee	107,816	107,885	-0.1
Texas	648,435	621,065	4.4
Utah	34,351	36,010	-4.6
Vermont	6,958	6,951	0.1
Virginia	108,667	110,199	-1.4
Washington	132,684	143,659	-7.6
West Virginia	29,630	31,157	-4.9
Wisconsin	123,931	132,813	-6.7
Wyoming	6,645	7,382	-10.0
Total	7,607,458	7,812,835	-2.6

Regional newsprint consumption by U.S. daily newspapers*

	1982		1981		
	Number of newspapers	Consumption	Number of newspapers	Consumption	% change
Northeast	314	1,871,641	320	1,902,680	-1.6
North Central	553	1,650,367	568	1,760,574	-6.3
South	580	2,378,912	588	2,394,022	-0.6
West	302	1,706,538	309	1,755,559	-2.8
Total	1,749	7,607,458	1,785	7,812,835	-2.6
Total consumption by all U.S. users		10,115,000		10,164,000	-0.5

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*Metric tons

Newsprint notes

Most newsprint producers east of the Rocky Mountains have announced they will **increase the price of newsprint** to U.S. customers by 6.7 percent—from $468.50 ($425 a short ton) to $500 a metric ton ($453.60 a short ton)—effective July 1 [presstime, May 1983, p. 65].

However, one producer, St. Regis Corp., advised customers it will delay the increase from July 1 to Aug. 16.

And Boise Cascade Corp. rescinded the July 1 increase for its customers in the western United States. The increase will remain in effect in the East, however.

• • •

St. Regis Paper Co. announced that shareholders have approved a change in the company's name to **St. Regis Corp.**

And Crown Zellerbach Canada Ltd. shareholders have approved a change in that company's name to **Crown Forest Industries Ltd.**

• • •

How newsprint quality varied from mill to mill in 1982 is analyzed in a report issued in May by the ANPA Research Institute.

The report, prepared annually by ANPA technical specialists, contains the results of tests of 1,600 samples of newsprint from 52 mills. The samples were obtained from ANPA-member newspapers.

A copy of the report has been sent to member newspapers. ☐

Consumption grows 1.6 percent in April

Newsprint consumption by all U.S. users rose 1.6 percent in April compared with April 1982, and consumption by U.S. daily newspapers increased 0.5 percent.

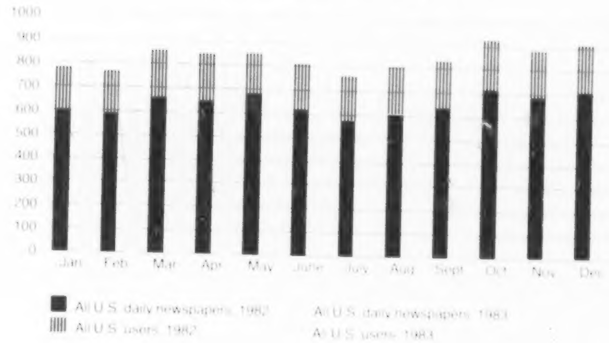
For the first four months of 1982, consumption by all U.S. users was up 1 percent, while U.S. daily newspapers used 1.4-percent more newsprint than they did in the same period last year.

At the end of April, stocks of ANPA-member newspapers in the statistical sample totaled 43 days, compared with a 58-day supply a year earlier and a 45-day supply a month earlier. North American mill stocks at the end of April were about one-third greater than a year ago.

During the same period, production at Canadian mills was down 8.1 percent compared with the year before. Production at U.S. mills also declined, by 3.6 percent.

Shipments from Canadian mills were down 7.7 percent from the first four months of 1982, and shipments from U.S. mills decreased 6 percent.

Estimated newsprint consumption, 1982-83
(thousands of metric tons)



Estimated consumption of all U.S. users

	1983	1982	% Change
February totals	767,000(r)	774,000	-0.9(r)
March totals	878,000(r)	867,000	+ 1.3(r)
April totals	876,000(p)	862,000	+ 1.6(p)
Four-month totals	3,328,000(p)	3,294,000	+ 1.0(p)

Estimated consumption of all U.S. daily newspapers[1]

Region	March 1983	March 1982	% Change
Northeast	164,386	159,496	+3.1
North Central	147,189	144,830	+1.6
South	217,267	205,894	+5.5
West	146,384	150,991	-3.1
Circulation size			
up to 25,000	60,093	57,827	+3.9
25,001-100,000	129,884	122,087	+6.4
Over 100,000	485,249	481,297	+0.8
March totals	675,226(r)	661,211	+2.1(r)
Three-month totals	1,884,860(r)	1,851,619	+1.8(r)

Region	April 1983	April 1982	% Change
Northeast	159,325	155,373	+2.5
North Central	145,111	143,860	+0.9
South	207,355	205,218	+1.0
West	143,813	148,190	-3.0
Circulation size			
up to 25,000	57,689	58,044	-0.6
25,001-100,000	125,378	123,553	+1.5
Over 100,000	472,537	471,044	+0.3
April totals	655,604(p)	652,641	+0.5(p)
Four-month totals	2,540,464(p)	2,504,260	+1.4(p)

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply in transit)
February 1983	822,869	40	6
February 1982	1,038,360	51	8
March 1983	804,829(r)	40(r)	5(r)
March 1982	1,067,764	53	7
April 1983	787,088(p)	38(p)	5(p)
April 1982	1,044,500	52	6
Canadian mills			
April 1983	366,030	--	--
April 1982	331,619	--	--
U.S. mills			
April 1983	161,328	--	--
April 1982	76,391	--	--

Production

	Canada	U.S.A.	North America
April 1983	694,855	363,110	1,057,965
April 1982	694,073	396,003	1,090,076
Increase or decrease	+782 +0.1	-32,893 -8.3	-32,111 -2.9
Four months 1983	2,713,634	1,550,412	4,264,046
Four months 1982	2,951,323	1,608,734	4,560,057
Increase or decrease	-237,689 -8.1	-58,322 -3.6	-296,011 -6.5

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
April 1983	513,003	83,299	116,164	712,466
April 1982	467,253	82,818	155,338	705,409
Four months 1983	1,874,870	301,303	421,226	2,597,399
Four months 1982	1,962,254	342,821	508,515	2,813,590
Increase or decrease	-87,384 -4.5	-41,518 -12.1	-87,289 -17.2	-216,191 -7.7
From U.S. mills				
April 1983	340,347	----	20,852	361,199
April 1982	354,233	----	20,303	374,536
Four months 1983	1,399,909	----	75,584	1,475,493
Four months 1982	1,471,383	----	98,603	1,569,986
Increase or decrease	-71,474 -4.9	---- ----	-23,019 -23.3	-94,493 -6.0
From North American mills				
April 1983	853,350	83,299	137,016	1,073,665
April 1982	821,486	82,818	175,641	1,079,945
Four months 1983	3,274,779	301,303	496,810	4,072,892
Four months 1982	3,433,637	342,821	607,118	4,383,576
Increase or decrease	-158,858 -4.6	-41,518 -12.1	-110,308 -18.2	-310,684 -7.1

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised

(p) = preliminary

From Argentina to Zimbabwe

Kenaf takes on a global look

Interest in making paper from the fibrous plant kenaf extends from Argentina to Zimbabwe, according to Kenaf International.

The Columbia, Md.-based firm reported in a recent newsletter that it has conducted a study into the feasibility of growing kenaf in Italy to supply pulp and paper mills there.

Kenaf International also said it will complete in August a study into the feasibility of building a pulp and paper mill in Belize with kenaf as the main source of raw material [presstime, Oct. 1982, p. 54].

According to the newsletter, KI personnel have been to the Dominican Republic to investigate the feasibility of using kenaf to supply a corrugated paper mill, to Argentina to study whether kenaf could be used at two major pulp mills, to Pakistan to look into agricultural areas for growing kenaf, and to Thailand to visit the only pulp mill currently using kenaf as the sole raw material.

Other countries mentioned as places being considered for kenaf growing and use are China, El Salvador, Malawi, Malaysia, Sudan, Taiwan and Zimbabwe.

Closer to home, KI reported it is exploring the possibility of establishing a kenaf newsprint system in Puerto Rico with "a major international company and local publishers." It also said it has submitted a proposal to a "major U.S. pulp manufacturer" to grow kenaf in the southwestern United States for pulping trials.

The company said it has grown kenaf in California and Texas and currently has 22,000 pounds of the plant seed in storage.

Kenaf International is a joint venture of Soil and Land Use Technology—a Maryland firm that conducted a kenaf-feasibility study for ANPA—The Bakersfield Californian and Agrifuture, a company involved in the farming and harvesting of kenaf. ☐

Capacity growth estimate scaled back

A new study by the Canadian Pulp and Paper Association estimates that Canadian newsprint capacity will increase by 165,000 metric tons in 1983 over 1982's 9,935,000 metric tons and by another 115,000 metric tons in 1984. However, contrasted with previous estimates of capacity growth, this represents a decrease of 375,000 metric tons in 1983 and 285,000 metric tons in 1984.

The revised data are due to several developments including delays in the start-up of new machines and improvement projects and the removal from production of several machines. Taking these reductions into consideration, CPPA's latest study estimates excess newsprint capacity in North America in 1983 will top 2 million metric tons.

Building on CPPA's figures, ANPA estimates excess capacity in North America will be slightly below 2 million metric tons in 1984 and about 1.5-million metric tons in 1985. These figures assume that there will be no prolonged disruptions to supply and that all announced capacity will come on stream as scheduled. The excess supply through 1985 appears to be ample to offset some disruptions to supply or to meet demand in an unusually good economic year, according to ANPA's Newsprint/Traffic Department.

However, the future of many newsprint machines now idled *indefinitely* is uncertain. The present favorable capacity situation could change quickly if these idled machines were to be shut down permanently, noted Donald N. Soldwedel, chairman of the ANPA Newsprint Committee.

The Yuma, Ariz., publisher said newspapers should closely monitor their newsprint contracts and not be lulled into a false sense of security. ANPA will continue to watch this capacity situation and will alert the membership if any significant changes occur.

CPPA's estimated capacity summary

	Canada	U.S.	Total
1983	10,100,000	5,220,000	15,320,000
1984	10,215,000	5,400,000	15,615,000
1985	10,275,000	5,440,000	15,715,000
Increase 1985 over 1983	175,000	220,000	395,000

Equipment for sale

Two Chemco Marathon roll cameras, $3,000 each; one Consolidated roll camera overhead carriage, $2,500. For additional specifications, contact John Avalon, Art Gravure Corp., (216) 344-5530.

Mergenthaler Linocomp II with 19 fonts, nine lenses ranging from 8-36 pt. Good working condition, ideal for headlines and advertising. Contact Steve Anton, Texas Daily Newspaper Association, 3701 Kirby Drive, #1110, Houston, Texas 77098; (713) 529-3531.

Two VIP 7245-A three-drum, high-speed photocomposition machines. Excellent condition. $3,500 each. Contact Allan or Tom Muchmore, The Ponca City News, P.O. Box 191, Ponca City, Okla. 74601; (405) 765-3311.

Harris 2200 terminal, serial no. 1090, with control cards for complete TCU channel. Also, two Compuscan 170 scanners, good condition, serial nos. 217 and 218. Contact Robert G. Sayres, Lancaster Newspapers Inc., 8 W. King St., Lancaster, Pa. 17603; (717) 291-8838.

Equipment wanted

ANPA wishes to purchase two previously owned Hastech Edit 3 or Edit 8 terminals (with or without 4K controllers) for use with our in-house typesetting system. If you have such equipment for sale, please contact John Newman, ANPA manager/information services, at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041; (703) 620-9500.

Goss Community press unit wanted; oil bath, running circumferential register, with or without roll stand. Contact Ben Myers, general manager, The Lapeer County Press, Lapeer, Mich. 48446; (313) 664-0811.

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under the Internal Revenue Code. For further information, contact George Beebe, vice chairman, projects, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101, (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

Weeklies increasingly share dailies' concerns

By Margaret Genovese
presstime staff writer

The Norman Rockwell image of an American weekly newspaper is fast fading from the scene. Weeklies have become a not-so-distinguishable branch of the newspaper-business tree.

No longer is the weekly typified by "the old fellow sitting in front of the Linotype, pounding out a fire-breathing editorial," says Robert E. Best, owner of weekly and semiweekly publications in Illinois.

Today's weekly—the term generally is used to describe newspapers publishing no more than three days a week—is typically owned by a group, printed by the offset process and edited by someone who is "college trained—not necessarily in journalism—and probably putting out a very presentable-looking product," Best says.

And, like dailies, weeklies are seeking to increase national advertising, meeting threats to their retail advertising base, investigating the new electronic information technologies and looking to computers to better manage their operations.

However, there remain some fundamental differences between the two. Weeklies, unlike dailies, concentrate almost exclusively on local news. Many, if not most, do not own their own presses. Some are free-circulation. And even though weeklies outnumber dailies four to one, they are not as closely watched or thoroughly analyzed.

Weeklies can trace their ancestry to the first regularly published newspaper in North America, The Boston News-Letter, which made its debut in 1704.

Today there are more than 7,600 of them, circulation is booming, and the business is generally healthy and expected to stay that way.

Of course, as anyone who has ever worked for a small weekly newspaper knows, there are a considerable number that are tiny, struggling operations. For them there will always be "more dedication than return," in the words of former National Newspaper Association President William E. Branen.

Since 1960, while the number of weeklies has dropped by about 7 percent, circulation has climbed by more than 112 percent. That growth can be best explained by the increase in free circulation, according to Marquette University journalism instructor Eugenia Zerbinos, who studied the growth in circulation from 1960 to 1980.

As of February, there were 7,626 U.S. weeklies with a total circulation of 44,295,042, according to American Newspaper Representatives Inc., which publishes the *National Directory of Weekly Newspapers*. Of these, about 1,000 are estimated to be free-circulation papers.

In a deviation from the general trend, last year weekly circulation decreased by 740,050, as the number of weeklies dropped by 40. Observers see this more as a corrective blip on the screen than as an indication of a trend reversal. Past miscounts by ANR accounted for much of the change, they say.

Economic status. Trying to keep track of the large numbers of weekly papers and their circulations is a problem. An even bigger one is trying to assess the economic status of such a varied field.

It's like "the blind man talking about the elephant," says Hondo (Texas) Herald President William E. Berger. "Everyone's got a different theory."

Depending on what newspaper you talk to—or what part of the elephant you grab—you get a different picture.

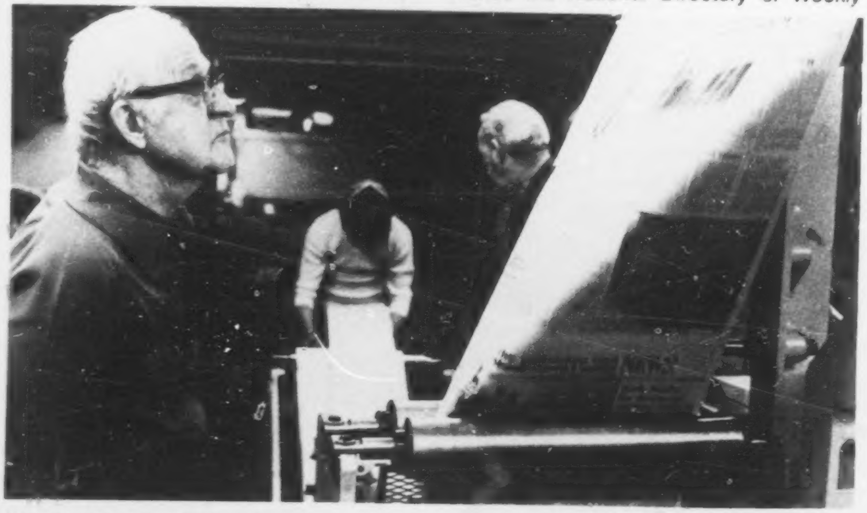
One person in a position to get an overall view is John F. McMaster, president of the National Newspaper Association. Of NNA's 5,012 newspaper members about 4,300 are weeklies. "The weekly industry is healthy and going to get healthier," says McMaster.

Publisher of The Public Spirit in Ayer, Mass., McMaster calls the weekly newspaper "that great old tradition people can't do without" and says weeklies will continue to prosper so long as they continue to properly do their job—providing the detailed information on local happenings that readers cannot get elsewhere.

"As long as we provide what the readers want in the way of local coverage, we've got a ticket into the next century," agrees D.H. NeSmith, president of Press-Sentinel Newspapers, a group of weeklies and semiweeklies in Georgia.

There will be some weekly mortality, NeSmith says, just as there is in the daily field. "But for every one that dies, there are dozens that flourish."

Despite the bad economy, NeSmith reports his newspapers are having "some of the best times we have ever had." But, he adds, "we are having to work harder and be more creative in our operational skills to keep our costs below what we take in."



Offset technology has enabled weekly editors to devote less time to production and more to the product. Robert R. Bliss, editorial writer for The Hillsboro and Montgomery County (Ill.) News, inspects the first edition printed on the newspaper's new press.

"We had a shopper spring up, and rather than try to get into the numbers game with them, we just tried to improve our product, make it more attractive. . . . We looked at ourselves and saw that we were fat and lazy. . . ."

Luke Slaton
The Moulton (Ala.) Advertiser

The recession undoubtedly has taken a toll on some weeklies, says McMaster who has traveled the country as NNA president.

He believes weeklies feel the effects of a downturn in the local economy faster than dailies because they rely more heavily on retail advertising.

Particularly hard hit, he says, have been weeklies in communities dependent on only one industry.

Overall, however, despite the fact that advertising in weeklies is not closely monitored and their advertising revenues are often lumped together with those of shoppers and other categories, the information that is available indicates weeklies' ad revenues are growing.

In 1982, weeklies and shoppers carried $1.25 billion in advertising, according to Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau. That reflects an increase from $889.1 million for weeklies and shoppers in 1977, according to Department of Commerce figures.

Fighting for retail. While there may be some question as to the size of the ad revenue pie for weeklies, there is no question that the largest slice is retail.

Because of their size, when weeklies lose even one large retail advertiser, the effect can be devastating. To keep this retail linage, paid-circulation weeklies increasingly are producing total-market-coverage publications.

The 3,400-circulation weekly Ely (Minn.) Echo started such a publication in 1980 to "keep competitive" with two shoppers, says Publisher Anne Wognum. The publication, the North County Saver, is inserted into the Echo and mailed third-class to 3,400 nonsubscribers.

One of the competing shoppers subsequently went out of business, Wognum reports.

And weeklies have more weapons than TMC in their arsenal, and they are using them.

"We had a shopper spring up, and rather than try to get into the numbers game with them, we just tried to improve our product, make it more attractive," recalls Luke Slaton, editor and publisher of The Moulton (Ala.) Advertiser. "We looked at ourselves and saw that we were fat and lazy and were not doing the job that we really should have been doing."

The news staff of the 5,000-circulation weekly was enlarged, and the editorial page was upgraded. "I'm a little bit ashamed to say that before then we didn't even consistently have an editorial page," Slaton admits.

The shopper closed after three years.

In another attempt to retain and attract advertisers, weeklies also are becoming involved in sophisticated readership studies.

The Journalism Research Center at the School of Journalism and Mass Communication at the University of Oklahoma has pioneered in this area. It conducts a statewide readership study and produces individual market studies as well.

About 70 newspapers, two-thirds of them weeklies, are involved. "It really has put our papers in a very competitive position when it comes to selling themselves to major national and regional advertisers," says Ernest F. Larkin, director of the research center.

The problems with national. A nationwide readership study for weekly newspapers designed to provide the demographic information desired by national advertisers and their agencies was among the projects on ANR's drawing board, but it fell victim to the severe financial problems being experienced by the ad rep firm. (See story, next page.)

National advertising in weeklies was never strong, and it weakened further when automobile advertising largely deserted newspapers for television. But weeklies are trying to increase their national linage and have joined dailies in adopting the Standard Advertising Unit system.

One category of national advertising that has been on the increase in weeklies is tobacco. This is due, in part, to an innovative campaign of Lorillard, a division of Loews Theaters Inc. Lorillard "sponsors" television listings in more than 300 suburban weeklies. The practice, begun in 1980, predates the controversial Camel Scoreboard in dailies [presstime, June 1982, p. 28].

C. Randall Choate says different kinds of weeklies encounter different kinds of problems attracting national advertising.

Choate, who heads the ad-rep firm Newspaper Advertising Specialists, says rural weeklies with smaller circulations have problems because of their relatively high cost-per-thousand advertising rates. On the other hand, suburban/urban weeklies usually have substantial circulation, but it often duplicates that of metropolitan dailies. (Suburban Newspapers of America estimates that only about 25 percent of all weeklies publishing in 1982 were located in suburban or urban areas but that they accounted for between 40 and 45 percent of total weekly circulation.)

In competing for national advertising, "one of the biggest problems weekly newspapers in general have is a bad image," says Choate, a former ANR staff member. The prevailing image among national advertisers and their agencies is of a "probably substandard" publication run by "some hayseed," he says, "and it just isn't so."

The ownership. In fact, in ownership a lot of weeklies resemble their daily cousins. NNA President McMaster estimates that 3,500 weeklies—almost half of the total—are now members of groups, with a group defined as more than one newspaper in common ownership. By comparison, about two-thirds of all dailies are group-owned.

According to veteran newspaper broker Robert N. Bolitho, a weekly with annual revenues of less than $500,000 will attract an individual buyer, one with annual revenues of more than $500,000, a group buyer. The group buyer could own only weeklies or a mixture of weeklies and dailies.

Bolitho, president of Krehbiel-Bolitho Newspaper Service Inc., says weekly sales were slow in 1982. Editor & Publisher magazine reported 61 transactions, contrasted with 100 in 1981. Bolitho predicts 1983 will be a good year for sales but not a "barn burner."

A paid-circulation weekly without its own press normally will fetch from 100 percent to 120 percent of annual revenues, he says; the selling price of a weekly having its own press is usually between 130 percent to 150 percent of revenues.

Newspaper analyst John Morton says that with a few exceptions, daily newspaper groups currently are not buying weeklies.

"Usually the operations of a weekly newspaper are so small that the impact on the company is minimal in terms of revenue and profit potential, particularly in relationship to the amount of management time that a newspaper requires," he says.

"The return is so small, it just isn't attractive unless they can see a time in the not-too-distant-future that that weekly might become a small daily."

An example of this philosophy is at Landmark Communications of Norfolk, Va. In order for a weekly newspaper to be a candidate for acquisition by Landmark it has to gross, exclusive of commercial printing and other sideline businesses, at least $500,000 annually, says J.W. Diederich, chairman of the board of Landmark Community Newspapers Inc.

"We would hope to buy such a newspaper in a market that was growing so that some day, over time, we could increase the frequency, develop the newspaper into twice weekly, three times a week or eventually go daily," Diederich says.

A case in point is the Carroll County (Md.) Times, which Landmark purchased as a semiweekly in 1974, converted to triweekly in 1977 and to daily publication in 1980.

Of the seven dailies that were launched in 1982, three were former weekly publications [presstime, Feb. 1983, p. 33].

The yen to run a weekly. For many people, though, the glamor of weeklies is that it is still relatively easy for an individual to own one.

The person who buys a weekly newspaper is apt to fit this description, says newspaper broker Walter B. Grimes of Washington, D.C.: "someone who has worked in the newspaper field or some branch of the media who all his life has dreamed of owning a weekly newspaper of his own and has managed, God knows how, to put together enough money for a down payment."

One of these is Robert H. Estabrook, former long-time reporter and editor of The

Group trying to save weeklies' national ad rep firm

A committee of publishers and state press association managers is considering plans to stem the flow of red ink at American Newspaper Representatives Inc.

ANR, the 11-year-old national advertising rep firm that is a wholly owned subsidiary of the National Newspaper Association, had to borrow $40,000 from its parent company at the end of its fiscal year last October to make up part of a $92,000 revenue shortfall, according to ANR President G.M. Reed.

NNA itself suffered financial difficulties three years ago [presstime, April 1981, p. 52] but has since regained sound financial footing.

The rep firm went back to NNA in March and borrowed another $10,000. It also borrowed $10,000 from the Newspaper Association Managers and another $10,000 from a financial institution, Reed said.

The problem developed because billings by the firm have not met projections. This year, projections have been adjusted from $6.7 million to $6.3 million, with the ANR operating budget also adjusted downward, according to Reed, publisher of The Casa-Washougal (Wash.) Post-Record and The Evergreen Post. Last year, the firm had $7.5 million in billings.

The budget adjustment resulted in layoffs of "six or seven" staffers, according to Joseph J. Amodeo, ANR executive vice president and general manager. One of those let go was a researcher who had been working on a national readership study to assist in marketing weekly newspapers to national advertisers.

ANR has headquarters in Brooklyn, N.Y., and sales offices in Atlanta, Chicago, Detroit, Minneapolis, New York City and San Francisco.

Another step taken to assist ANR has met with a cool reception by some state press associations.

About 36 state press associations are ANR affiliates, which means they do some of the paperwork for the advertising sold by ANR and send tear-sheets to ANR to document that advertising sold actually ran.

The state associations and ANR share a commission for their work. ANR added 1.5 percent to its share effective April 1 through Sept. 30, bringing its commission to 12.5 percent. The commission taken by the state affiliates varies.

Gloria J. Williams, office manager of the West Virginia Press Association, wrote to Amodeo opposing the increase and suggested ANR consider alternatives including increasing its sales efforts and filling a vacancy for a national sales director.

A similar letter was written by the Kentucky Press Association. KPA President John W. Munford, publisher of The Union County Advocate, says he fears the commission increase is only "postponing the inevitable, and the inevitable would be the demise of ANR."

The six-member committee appointed by Reed and NNA President John F. McMaster is considering four alternative plans: sell ANR to any individual or group currently affiliated with NNA—for example, a group of state press association managers; sell ANR on the open market; retain and reorganize ANR; or affiliate with another national sales organization with NNA retaining ownership of ANR.

The committee, which met May 12 to discuss the proposals, will meet again July 13 to rank them in order for presentation to the NNA Board at its July 15 meeting.

Potential buyers of a "country weekly" often "have a romantic notion of what it's like. They haven't heard about the 80-hour weeks and drawing your savings out to pay the payroll."

Robert H. Estabrook
The Lakeville (Conn.) Journal

Washington Post, who bought The Lakeville (Conn.) Journal a dozen years ago and subsequently purchased The Millerton (N.Y.) News.

Potential buyers of "a country weekly," says Estabrook, often "have a romantic notion of what it's like. They haven't heard about the 80-hour weeks and drawing your savings out to pay the payroll. They don't teach our noble editorial types the bottom line."

Despite the risks, weekly newspaper ownership can be professionally rewarding. "You can take on all sorts of community causes, and you can have a statewide impact," says Estabrook. "The important thing is to pay attention to what is happening in your own back yard."

In 1973, his Lakeville paper made a statewide impact championing the case of Peter A. Reilly, a teenager accused and subsequently convicted of killing his mother. The young man eventually won a new trial, but before it could begin, all charges against him were dropped.

Weeklies can even gain nationwide recognition. In 1979, for instance, the Pulitzer Prize for public service was awarded to a 2,700-circulation weekly, the Point Reyes (Calif.) Light, over its stories about Synanon, a controversial drug rehabilitation organization located near the newspaper.

But weeklies do not appear to be magnets for journalism students. Last year, they hired only 800 J-school graduates to dailies' 2,200, an annual Dow Jones Newspaper Fund study shows.

Newspaper Fund Executive Director Thomas E. Engleman believes college students think "dailies" when they think of newspapers because that is the way they are taught in many journalism schools.

Another factor, he says, may be the relatively small number of jobs available.

While there are four times as many weeklies as dailies, weeklies' editorial staffs are much smaller. A 1975 study by Gerald C. Stone, chairman of the Department of Journalism at Memphis State University, revealed that the average weekly newspaper at that time had a full-time staff of 4.7 employees, 1.2 of them on the news-editorial side.

Today, Stone sees more weeklies seeking out journalism graduates. "Until fairly recently, it's been unlikely that the wages paid by weekly newspapers would be enough to attract a university graduate of any ilk." However, according to the Newspaper Fund's study, the pay gap actually is widening. In 1968, weeklies paid recent J-school graduates $110 a week compared with the $114 paid by dailies. In 1982, the median salary paid by weeklies for recent J-school graduates was $195 a week compared with $220 a week by dailies.

Stone also says a trend toward management instruction in journalism schools [presstime, Sept. 1982. p. 4] should swell the ranks of journalism grads at weeklies, where a young journalist might expect to move into managerial situations more quickly than at a daily.

New technology. Twenty-five to 30 years ago, the small staffs of weekly newspapers spent 75 percent of their time in production and only 25 percent on news and advertising, according to William A. Bray, executive director of the Missouri Press Association.

Today, that is reversed, with the "big effort" going toward "the quality and content," says Bray, also an associate professor at the University of Missouri School of Journalism. The credit goes to offset newspaper production and computerized typesetting, Bray says.

A trend toward centralized printing plants for weeklies began in the 1960s and today there are "hundreds of these operations," according to William E. Branen, publisher of the Burlington (Wis.) Standard Press, a pioneer in this field. Some of these central plants are jointly owned by a number of weeklies and others owned by one newspaper.

Even greater centralization and computerization may be on the way for weeklies.

Eugene D. Johnson, owner of Press Publications Inc. in White Bear Lake, Minn., says central printing plants could also do centralized composition. The newspapers could link VDTs by phone lines to the central plant, he says. Currently, newspapers transport camera-ready pages or page negatives to the printing plant.

The topic of minicomputers is an especially hot one among weekly publishers currently. Until now, Johnson notes, weeklies have not been as involved as dailies in computers because of their cost and the inability of vendors to devise systems that can do all of the things that a smaller paper would want. Today the price is declining and vendors are putting together packages that can meet a variety of needs.

The downside of the new technology for weeklies, however, is the threat it poses to transmission of local news, the one product on which weekly publishers have enjoyed a virtual lock.

But cable television, low-power television and other new electronic information technologies could offer that kind of information. That is, they could provide information tailored for audiences of limited size. And—not hindered by anything like newsprint costs—they could provide it in unprecedented quantities.

Whether this comes to pass will depend on the same kinds of marketplace questions about the new technologies that daily newspapers are trying to sort out.

But to cover all bases, weekly publishers are getting involved in low-power television and in programming cable TV channels, and at least one is considering getting into teletext.

Such activity is still another example of how weekly newspapers, more than ever before, are acting like their daily counterparts. □

Legal ads, 'legitimacy' are concerns

Free papers knocking at association doors

By Elise Burroughs
presstime staff writer

Should free-circulation newspapers be admitted as members of state and regional press associations?

That's a question of heated debate among many associations today, and while the majority still do not admit free-circulation papers, the trend seems to be in the other direction.

Earlier this year, state associations in North Carolina and New Jersey rejected proposals to admit free papers. But the number of admissions is rising, and press association managers expect the issue, which one described as "acrimonious and divisive," to keep surfacing.

According to a 1982 survey of 46 state and regional press associations conducted by the Arizona Newspaper Association, 17 associations allow such membership and 29 do not.

Providing impetus to admission of free papers is the fact that a traditional barrier that served to keep them out of many associations—a requirement that association members meet the requirements for obtaining a second-class mailing permit—was weakened late last year by the U.S. Postal Service.

As of Oct. 1, 1982, free-circulation newspapers that meet the "requester rule" and other standards may be mailed under the second-class, alternative II category [presstime, Oct. 1982, p. 15]. Previously, only paid-circulation newspapers could qualify for second-class rates.

The Arizona Newspaper Association began admitting free-circulation papers last September, even before the requester rule took effect. ANA General Manager Ted L. Hecht said the association's members viewed it as a progressive move. "We didn't want to get caught in the 19th century when the 21st century is almost here," Hecht explains.

"I think it's a trend. You'll find more states doing it, because more and more papers are switching to free distribution," says Michael B. Kramer, executive director of the Minnesota Newspaper Association, which has accepted free-circulation newspapers as members for several years.

David R. West, secretary-treasurer of the Illinois Press Association, concurs. He says that most new newspapers started today are free rather than paid circulation, especially in growth areas. And with postal rates rising, many traditional paid-circulation newspapers are converting to carrier-delivered, free circulation, too.

"By hanging on to paid circulation only, associations are hanging on to the past—to the declining part of the industry," West says.

Yet many publishers are adamant in their belief that the traditional distinction between paid and free-circulation newspapers is essential to the newspaper business and to their state press associations.

"The association is supposed to represent legitimate newspapers. I don't feel they (free papers) are legitimate. None of them have any responsibility for providing news or advertising. They can claim any circulation they want," says Mary Louise Sprague, publisher of The Item (weekly, circulation 5,895) of Millburn and Short Hills, N.J.

Sprague and many other publishers also maintain that newspapers delivered to households that do not request them are not as well-read as paid publications.

Distinctions disappearing. Others say the line between free and paid-circulation newspapers is becoming too blurred for such distinctions.

Reg Ivory, executive director of the Florida Press Association, says one of his member newspapers has been a paid weekly, a paid daily, a free-circulation daily and now is a free weekly. "It has been consistently one of the best papers in the state," says Ivory.

West says that in judging papers in Illinois and other states, he has found no correlation between paid circulation and quality of the news product. "We have a lot of 100-percent paid-circulation newspapers that are not contest winners," he notes.

Charles I. Wrubel, publisher of both the paid-circulation News-Beacon (weekly, 2,632) and four free-circulation newspapers in Fair Lawn, N.J., says that many free papers are "newspapers in every sense of the word." Wrubel, who also is president of Suburban Newspapers of America, says that the basic reason for excluding free-circulation newspapers from state press associations is not fear of compromising editorial integrity but rather, "fear of change."

According to most association staffers and members contacted by presstime, paid-circulation newspapers also fear that if free papers are accepted as members of a press association, they will become eligible for tax exemptions extended to newspapers and will be eligible to carry legal advertising.

Advertising worries. Legal ads are a substantial source of income for many non-daily newspapers. Eugene D. Johnson, whose White Bear Press publishes four voluntary-pay newspapers in Minnesota, estimates that for a non-daily in a Minnesota town of 2,000, legal ads could provide 6-8 percent of total income. The amount of revenue generated by such advertising varies considerably, depending on the legal notice requirements of individual state and local governments, but every state press association mentions it as a strong concern of publishers.

And in several states where press associations accept free-circulation newspapers, such papers are allowed to carry legal ads. However, that's because those states' legislatures have defined newspapers for the purposes of legal notification to include those with free circulation.

In Illinois, for example, West says a state statute has "very specific standards," including 25-percent editorial content, for a legally acceptable newspaper. It does not, however, address how newspapers are circulated.

Some other states' requirements, like those of press associations, are identical or very similar to those for a second-class mail permit. Under current postal regulations, a free-circulation newspaper is eligible for second-class alternative II rates if each issue has at least 24 pages, contains no more than 75-percent advertising content and is regularly published. Also, at least 50 percent of those receiving the publication must request its delivery.

States sometimes incorporate these standards and add requirements that newspapers maintain offices open to the public in the municipalities that they purport to serve, that they publish at least 50 times per year, and that circulation be established by a sworn publisher's statement annually. If those standards are met, those papers may carry legal advertising.

Separate and unequal? But in some states, including Arizona, free-circulation newspapers are admitted to press associations and yet remain ineligible for legal advertising. In fact, some associations place free-circulation papers in special "associate" or "affiliate" categories that exclude them from voting, holding office or participating in contests.

According to the Arizona Press survey, of the 17 state and regional associations that accept free papers as members, 10 treat them on an equal basis with paid newspapers with respect to status and dues; three charge them dues on an equal basis but put them in a different, unequal class; three charge them lower dues but also put them in a separate class; and one gives them equal status but charges slightly higher dues.

Also, virtually all press associations have paid-circulation members that also publish free-circulation newspapers. Where circulation is the basis for dues assessments, those members are assessed on their paid circulation only.

Circulation claims can be controversial, however. Even associations that admit free papers require a sworn publisher's statement or other method for verifying circulation. The Pennsylvania Newspaper Publishers Association, whose members include free papers, publishes an annual directory of newspapers that is used to solicit advertising. The association makes sure that the advertising claimed in the directory is the same as that used for calculating dues—at least for weeklies and free papers.

However, dailies may list the circulation of their Sunday and weekend papers, which often is higher than daily circulation, in the directory without being charged for that circulation on their dues, a privilege that has begun to cause complaints from some PNPA members. Also, any non-daily TMC circulation is excluded from dues calculations for paid-circulation dailies.

Michael B. Kramer

David R. West

Benefits for joining. In light of such controversies, and a frankly unwelcoming attitude on the part of many paid-circulation publishers, some people question why a free paper would want to join a state press association.

There already are national associations that accept free papers, including the National Newspaper Association, Suburban Newspapers of America and the National Association of Advertising Publishers. (ANPA's criteria for membership includes a requirement of at least 70-percent paid circulation.) But free-circulation publishers see benefits in joining their state associations, too.

Linda N. Starkweather, co-publisher of the Chatham County (N.C.) Herald (weekly, 5,800), says that she has temporarily given up a two-year battle to rejoin the North Carolina Press Association only because she could no longer "beat my head against the wall."

"What I need to do is mind the store for awhile," Starkweather says.

Her 11-year-old-voluntary-pay newspaper had paid circulation until two years ago. During that time, the Herald was an award-winning member of the North Carolina Press Association. It was listed in the state association directory for advertisers. Also, the newspaper, whose staff Starkweather describes as "pioneers in opening legal meetings to the public," relied on advice from the press association's legal counsel in preparing court cases.

When financial difficulties forced the paper to convert to voluntary pay, however, its membership in the press association was cancelled. The Herald can no longer compete in press contests, a small but important reward for its low-paid staff, according to Starkweather. Also, the services of the association attorney are no longer available, and the paper is no longer listed in the association's advertising directory.

North Carolina Press Association Secretary-Treasurer Michael S. Olsen says that although the association has rejected Starkweather's plea for full membership, it appears free-circulation newspapers such as hers could qualify as associate members. None has ever applied, however, and Starkweather says that because associates cannot vote, hold office or participate in contests, the idea has little appeal.

"We believe we are in fact a newspaper," Starkweather says. In excluding papers such as hers, she says, the NCPA is turning its back on innovative, new newspapers to defend the "narrow, monopolistic position" of publishers who inherited long-established papers.

Two-way street. Cutting off free papers can affect the press associations, too. Illinois' West says that in some states, urban dailies have been undercut by suburban, free-circulation newspapers, leaving a pool of thriving newspapers that are not press association members. This has several repercussions:

- Advertisers perusing the press association directory find few member newspapers in some suburban, high-income areas that are critical to their marketing needs.
- Association lobbying in state legislatures, which depends heavily on grassroots efforts by members communicating with their own representatives, is handicapped by a lack of member-publishers in important districts.
- A promising source of membership and dues is eliminated.

In addition, publishers of free-circulation newspapers claim that in many cases, they have the most modern plants, the best-trained editorial staffs and the most innovative marketing methods in the non-daily newspaper business. By excluding them from membership, these publishers warn, press associations are deliberately ignoring a chance to ride the wave of the future.

"A press association needs to be very alert to changes in the way newspapers are marketed," says Minnesota's Johnson, "or the association may be left out in the cold with no members." ☐

Opponents vow further appeal

Seattle JOA goes into effect

The Seattle Post-Intelligencer and The Seattle Times May 23 combined all operations except editorial to become the nation's 24th location with a joint operating agreement.

Nonetheless, opponents of the JOA said they will ask the U.S. Supreme Court to review the case and declare it void.

Opponents did not seek a rehearing in the 9th U.S. Circuit Court of Appeals, where an April 21 decision cleared the way for the joint agreement [presstime, May 1983, p. 28]. Nor did they seek a stay to block implementation of the JOA. But a Supreme Court appeal is in the works, they said.

P-I Publisher Virgil Fassio said his newspaper's losses, averaging $175,000 a week so far this year, will be reduced but not eliminated immediately. "We're still in a down economy out here," he noted.

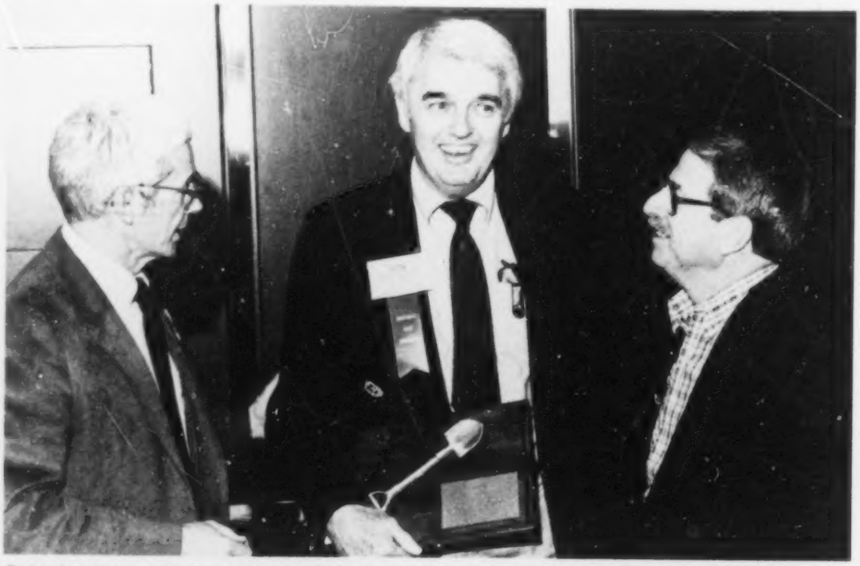
Startup of the JOA went smoothly because of advance work by transition teams, Fassio reported. "Essentially, a year ago we were prepared to do this," he said, alluding to several delays the Seattle dailies encountered on the path toward approval of the joint agreement.

Of 680 full-time P-I employees, about 150 editorial and business staff employees were retained. Another 340-350 P-I employees were hired by the Times, Fassio said.

Joint operating agreements are provided for in the Newspaper Preservation Act of 1970; it permits competing newspapers to merge all operations except editorial if one of the papers is in probable danger of financial failure. The attorney general must approve JOA applications.

Opponents had raised a number of objections to the Seattle dailies' application. Among other things, they said the P-I did not prove it is a failing newspaper and that the P-I's owner, The Hearst Corp., actually enjoyed a net return from the P-I when tax advantages are considered. Opponents also said buyers for the P-I were available, and they argued that a JOA would have an adverse competitive impact on other dailies and weeklies published in the Seattle area.

The opponents have until July 20 to file their appeal. ☐



Outgoing International Newspaper Promotion Association President Edmund A. Sebestyen (left) of the Star-Phoenix, Saskatoon, Saskatchewan, and new President Sanford H. Stiles (right) of the Times Publishing Co., St. Petersburg, Fla., relax with INPA Silver Shovel winner Donald B. Towles. The Louisville (Ky.) newspapers' executive, also a former INPA president, received the award at INPA's 53rd Annual International Conference in Chicago in May.

Daily newspapers in 4 more cities join consolidation trend

There have been two more mergers of daily newspapers, making five so far this year [presstime, Jan. 1983, p. 48]. And two other a.m./p.m. combinations have merged their news staffs into single units.

Merging into morning dailies were:

- The Terre Haute (Ind.) Star (morning, circulation 20,943) and Tribune (evening, 15,261), which on May 16 were consolidated as The Tribune-Star.

Ingersoll Publications Inc. bought the papers last March. Publisher Arnold McDonald said the move was made not only for economic reasons but because "we felt we could do a better job with one paper." The move resulted in about 50 layoffs.

- The Montgomery County Record (evening, 16,000), with offices in Jenkintown and Horsham, Pa., which on April 18 became a zoned edition of The Daily Intelligencer (morning, 28,320) of Doylestown, Pa.

The Record, a Monday to Friday paper, was started on April 19, 1982, after the Philadelphia Bulletin closed. The Daily Intelligencer is owned by the Calkins Newspapers group.

The Intelligencer is published Monday to Friday and Sundays.

Merging their news staffs were:

- The Florida Times-Union of Jacksonville (morning, circulation 160,280) and the Jacksonville Journal (evening, 43,940). The consolidation was scheduled to be completed by June 1.
- The Sun (morning, 13,098) and The Daily Herald (evening, 39,559) of Biloxi-Gulfport, Miss. The consolidation took place earlier this year.

A trend toward such mergers began in 1981 [presstime, June 1982, p. 21]. ☐

Changes in command

The American Press Institute at its annual meeting April 5-6 in Toronto elected the following new officers:

- Chairman of the Board—William O. Taylor, The Boston Globe
- Vice Chairmen—Donald E. Graham, The Washington Post, and J. Patrick O'Callaghan, The Calgary (Alberta) Herald

Washington Times marks anniversary with glowing report

By Clark Newsom
presstime staff writer

Expansive newsroom with 18-foot-high ceilings overlooks the National Arboretum.

A newspapering phenomenon called The Washington Times marked its first year of publication May 17 with a number of things to cheer about.

Editor and Publisher James R. Whelan declared, "We now have the three marketing keys needed" to go after advertising in a big way: "a decent circulation base, a verified circulation base and a good market profile."

The Monday-through-Friday morning daily reported an audited circulation of 126,582 as of March 31—112,848 home-delivered and 13,734 in street sales. The audit was verified by Fox & Co., a national accounting firm.

Average circulation for the six months ending Sept. 30 will be audited by the Audit Bureau of Circulations, Whelan said. He noted that the ABC will not conduct an audit until a newspaper has been publishing for at least six months.

ABC figures for the six months ended March 31 show The Washington Post averaged 747,676 daily, down 13,274 from a year earlier.

Whelan predicted his newspaper's circulation will hit 150,000 by the end of this year and reach the 200,000 range sometime in the first half of 1984. He said the circulation goal is between 225,000 to 250,000 "upscale" readers by the end of 1984 or early 1985.

Plans for Saturday and Sunday publication are "under constant review," he said.

Belden Associates of Dallas, which did the market profile for the Times, found that 60 percent of its readers have college educations and that 26 percent read the Times exclusively.

Whelan maintained that the Times began selling advertising "in earnest" only last October. "As of April 30," he said, "we booked 1.7-million lines of advertising, and one-third of that came in the final six weeks."

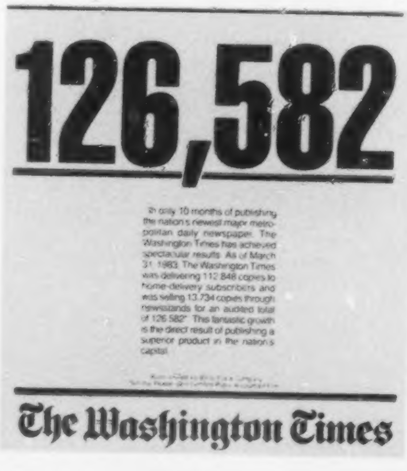
The Times was launched by News World Communications Inc., a New York City-based corporation owned by businesses affiliated with the Rev. Sun Myung Moon's Unification Church [presstime, April 1982, p. 53]. News World also owns The New York Tribune (formerly The News World) and a Spanish-language daily in New York City.

Whelan said at a first-anniversary National Press Club luncheon in Washington, D.C., that News World Communications spent $50 million on the paper through its first year. "Of that, $22 million was spent on plant and equipment, $2 million was spent on fees and franchises and other start-up items, and the rest paid for operating losses," he said, adding that the Times had generated $2 million in revenues.

What does the Unification Church expect in return? In a slick, 80-page promotion booklet called "Beating the Odds," Associate Publisher Carlyle Reed answered: "The church expects an excellent newspaper fighting to truly and accurately inform the American people so they may govern themselves with knowledge and with wisdom. In an increasingly complex and threatening world, such a newspaper has to demonstrate one quality above all: journalistic integrity."

Whelan said he now has to spend less time than he did in the beginning contradicting reports that the daily is an organ of the church.

"It is a secular newspaper," Whelan said. He noted that the Times is not exempt from regulation by government agencies such as the Equal Employment Opportunity Commission as is The Christian Science Monitor, which has been ruled a religious activity of the First Church of Christ, Scientist [presstime, March 1983, p. 46].



126,582

In only 10 months of publishing, the nation's newest major metropolitan daily newspaper, The Washington Times has achieved spectacular results. As of March 31, 1983, The Washington Times was delivering 112,848 copies to home-delivery subscribers and was selling 13,734 copies through newsstands for an audited total of 126,582*. This fantastic growth is the direct result of publishing a superior product in the nation's capital.

The Washington Times

Right: House ad touts circulation.

Of the newspaper's 1,000 employees, fewer than 10 percent are members of the Unification Chuch, Whelan said. "Neither the publisher, nor associate publisher, nor general manager, nor any of the five division managers are members," he said. "In editorial, you have to go down to the fifth level to find a member of that church."

The Washington Post marked the first anniversary with a lengthy story in which it described the Times as "a colorful, well-illustrated newspaper that offers largely strait-laced national reporting, a lively feature section called Capital Life, modest efforts at metropolitan coverage, scattershot foreign coverage and a zealous, uncompromising commitment to conservative principles on the editorial and commentary pages."

And in an earlier article on its decreasing daily (but increasing Sunday) circulation, the Post cited several factors including the advent of USA Today—but not the Times.

Unlike the Post, the Times has no unions. Whelan said there have been no organizing attempts. He attributes this to high morale. "People really like this place," he said.

On the technical side, the Times recently installed an eight-unit M.A.N. Roland offset press, the first to be operational in this country, that works in tandem with the original Goss Urbanite presses.

In the 10,000-square-foot newsroom, where 18-foot-high windows overlook the National Arboretum, there are 75 video display terminals. When the Harris 6000 computer system is fully operational, the number of newsroom terminals will increase to 106.

Looking five years down the road, Executive Editor Smith Hempstone said he envisions a Times composed of five, 12-page sections plus its daily tabloid magazine section. ☐

Questions and answers about ANPASURE

Here are ANPA Senior Vice President Thomas C. Fichter's answers to the most frequently asked questions about ANPASURE™, ANPA's general-insurance program that was launched last year [presstime, Aug. 1982, p. 45]:

Q: What is ANPASURE?
A: ANPASURE is our trade name for a comprehensive insurance program for ANPA members.
Q: How was ANPASURE developed?
A: It was developed by risk managers from ANPA-member newspapers and various insurance companies.
Q: What is the purpose of ANPASURE?
A: To provide a business insurance program that is responsive to the unique needs of ANPA members.
Q: Can ANPASURE reduce my premium cost?
A: In most cases, yes.
Q: Are premium payment options available?
A: Yes, most premiums may be paid quarterly without interest or finance charge.
Q: Are non-publishing interests eligible for ANPASURE?
A: Yes, related interests such as broadcasting are eligible.
Q: How does ANPASURE compare with other insurance programs?
A: Here are some differences:

Perils	ANPASURE	Typical other insurance
Water damage (other than flood) including backage of sewers and drains; seepage, leakage, or influx of water and surface water.	Yes	No
Electrical damage (other than electrical arcing) including power surge, brown-out short circuit and magnetic damage or erasure of data.	Yes	No
Ensuing damage from mechanical breakdown.	Yes	No
Marring and scratching.	Yes	No

Other features	ANPASURE	Typical other insurance
Customers' Goods—$25,000, automatic coverage.	Yes	$5,000 or less
Business Interruption from electrical arcing—$50,000, automatic coverage.	Yes	No
Business Interruption from damage to plates in transit—$10,000, automatic coverage.	Yes	No

Q: How can I participate in the program?
A: Call the ANPA Membership Department at (703) 620-9500 or write to:
ANPASURE, P.O. Box 17407, Dulles International Airport,
Washington, D.C. 20041.

Fichter recovering at home

ANPA Senior Vice President and Deputy General Manager Thomas C. Fichter is recuperating at home after suffering a mild heart attack May 2. "Tom is recovering well," said Executive Vice President Jerry W. Friedheim, "and we expect he will be back in his office very soon. He especially appreciates the expressions of good wishes from his many ANPA friends."

George Cashau

Peter P. Romano

John W. Iobst

New titles given three ANPA staffers

As the move of ANPA research and technical facilities from Easton, Pa., to Reston, Va., continues, three Research Institute staff members are assuming new titles, according to ANPA Executive Vice President Jerry W. Friedheim.

George Cashau, formerly coordinator of operations at Easton, has been named director research.

Peter P. Romano, formerly director production department, is now director technical services.

John W. Iobst, formerly an analyst in the Computer Applications Department, is now research manager computer applications.

The Union-Recorder

Milledgeville, Ga. (circulation 6,089). Roger W. Coover, publisher.

BELLEFONTAINE EXAMINER

Bellefontaine, Ohio (circulation 10,402). Thomas E. Hubbard, publisher.

speeches

Anthony Lewis

John O. Emmerich

Homer Pyle

Martin Dyckman

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

- **Can We Have it All?** Katharine Graham, ANPA Executive Committee chairman, and chairman, The Washington Post Co. Rochester Institute of Technology Isaiah Thomas Award acceptance speech, Rochester, N.Y., April 19.
- **On Arrogance and Accountability in the Press.** David Shaw, Los Angeles Times media critic. Carol Burnett Fund for Responsible Journalism, University of Hawaii, Honolulu, March 8.
- **The Public and the Press.** Anthony Lewis, New York Times columnist. University of Oregon, Eugene, April 5.
- **Right to Communicate.** Dana Bullen, executive director, World Press Freedom Committee. International Press Institute General Assembly, Amsterdam, Netherlands, May 17.

•••

From the international colloquium on The Flow of News Among Nations, Cairo, Egypt, April 10-13:

- **Improving the Information Flow.** George A. Krimsky, Associated Press world services editor.
- **Broadcasting and the Future.** William A. Leonard, former president, CBS News.
- **Perspectives on a Free Press.** Murray J. Gart, consultant and former senior editor, Time Inc.

•••

From the Southern Newspaper Publishers Association Editorial Clinic, Atlanta, April 10-12:

- **The Role of the Publisher in Forming Editorial Opinion.** Rolfe Neill, president and publisher, Charlotte (N.C.) Observer and News.
- **The Single-Issue Editorial Page: A Look at our Future or a Passing Fad?** John Seigenthaler, editor and publisher, The Tennessean, Nashville, and editorial director, USA Today, Rosslyn, Va.
- **Newspaper Publishers Should Take an Active Role in Forming Opinion.** John O. Emmerich, editor and publisher, The Greenwood (Miss.) Commonwealth.
- **Endorsements at Election Time: Should We or Shouldn't We?** Homer Pyle, editorial page editor, Fort Myers (Fla.) News-Press.
- **Can Opinion Writing Really Sparkle, or Must it be Dull?** Martin Dyckman, chief editorial writer, St. Petersburg (Fla.) Times.

ANPA calendar

June

ANPA/International Newspaper Promotion Association Strategic Planning Seminar
Scottsdale (Ariz.) Conference Center, June 5-8

ANPA Labor Relations and Technology Seminar
Las Vegas (Nev.) Hilton, June 10-11

ANPA Operations Management Conference and Exposition
Las Vegas Convention Center, June 11-15

ANPA Executive Committee meeting
Las Vegas Hilton, June 13

ANPA Foundation Executive Committee meeting
Las Vegas Hilton, June 13

ANPA Membership Committee meeting
Las Vegas Convention Center, June 13

ANPA Traffic Committee meeting
Las Vegas Convention Center, June 13

ANPA/Newspaper Personnel Relations Association Newspaper Training Conference
L'Enfant Plaza Hotel, Washington, D.C., June 24-25

July

ANPA `presstime` Advisory Committee meeting
Kansas City, Mo., July 12

August

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education Committee meeting
Oregon State University, Corvallis, Ore., Aug. 6

ANPA Labor Relations Seminar
L'Enfant Plaza Hotel, Washington, D.C., Aug. 22-24

ANPA/National Association of Broadcasters/Libel Defense Resource Center Libel Defense Workshop
Hyatt Regency O'Hare, Chicago, Aug. 25-26

September

ANPA Executive Committee meeting
The Washington Post Co., Washington, D.C., Sept. 7

ANPA Readership and Marketing Committee meeting
Vista Hotel, Washington, D.C., Sept. 12

ANPA Management Development Workshop
Bellevue Stratford Hotel, Philadelphia, Sept. 12-16

ANPA technical committees' meetings
The Newspaper Center, Reston, Va., Sept. 13-15

ANPA Board of Directors meeting
Bonaventure Hotel, Montreal, Sept. 21-22

ANPA Training Committee meeting
Southam Inc., Toronto, Sept. 23

ANPA Foundation Newspaper in Education Committee meeting
The Newspaper Center, Reston, Va., Sept. 26-27

ANPA Labor and Personnel Relations Committee meeting
Capital Hilton Hotel, Washington, D.C., Sept. 27

ANPA Government Affairs Committee meeting
Capital Hilton Hotel, Washington, D.C., Sept. 27-28

Congressional Information
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Washington, DC
20014

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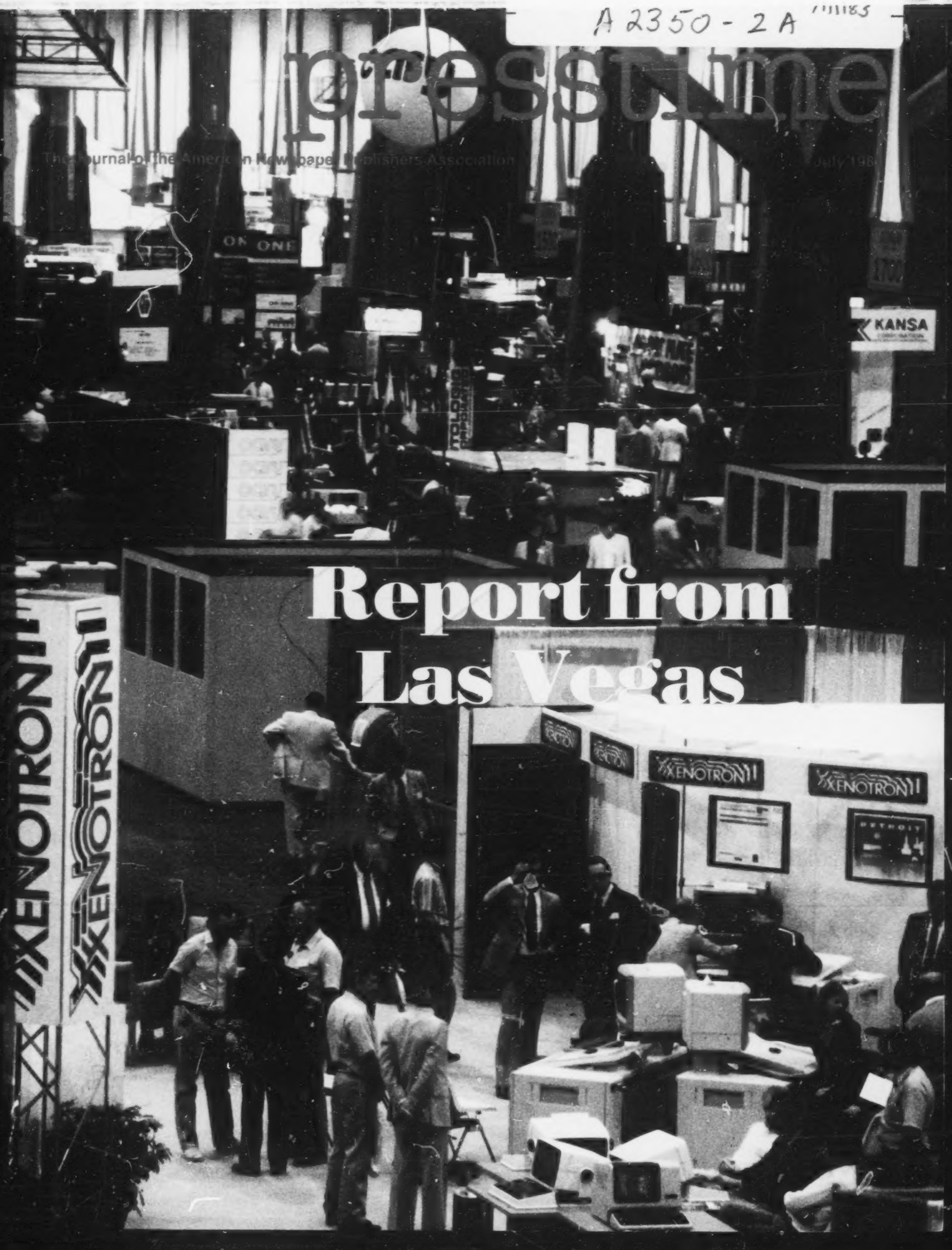
presstime

The Journal of the American Newspaper Publishers Association

July 198

Report from Las Vegas


KANSA
XENOTRON
XENOTRON
XENOTRON
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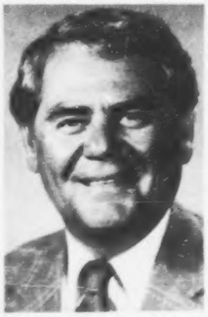
DETROIT

chairman's corner

Now is the time for publishers to study taxes on newspapers

The U.S. Supreme Court recently made it clear that a special tax on the press carries with it the seeds of censorship and thus is unacceptable in our free society. This is a welcome reaffirmation of a centuries-old policy.



William C. Marcil

But the court's decision alone will not prevent governments from seeking to impose taxes that would inhibit newspapers' ability to function with economic strength. This is a time when governments are seeking supplemental revenue sources. In recent months, many new tax proposals affecting the newspaper business have surfaced in dozens of states and municipalities.

In holding that special taxes upon the press are unconstitutional, the Supreme Court's decision in *Minneapolis Star & Tribune Co. v. Minnesota Commissioner of Revenue* also reaffirmed that newspapers are obliged to pay the same, general, corporate taxes as other businesses. Newspapers have always borne their share of the income and property-tax burden.

But, for a variety of reasons, 48 states do not impose sales and use taxes on newspaper circulation, or advertising, or both. This is wise public policy. And this may be an appropriate time in many states for publishers to remind legislators of the wisdom of that public policy.

The fact is that in a free society, the preservation of freedoms depends directly upon citizens having access to knowledge and information about the issues facing that society and about how their elected officials are dealing with those issues. ANPA long has contended that a tax upon the press is in reality a tax upon knowledge, and that our free society can't afford a tax on knowledge. The recent Supreme Court opinion does not change the validity of that policy.

The moral spirit of our society hinges upon freedom of thought and expression. And not applying sales and use taxes to the press is wise public policy—just as wise as that in many states where tax policy recognizes fundamental rights and needs.

I urge each newspaper publisher to become reacquainted with the tax laws that affect newspapers in his or her state or locality, and to be alert to moves in city councils and in state legislatures to amend those laws.

ANPA stands ready to assist member newspapers and state and regional press organizations in dealing with challenges to existing, wise tax policy. Efforts to tax knowledge may increase. We all need to be alert, and we will need to cooperate, if we are to be effective.

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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SYNECTICS '83

OPERATIONS
MANAGEMENT
CONFERENCE
& EXPOSITION

June 11-15, 1983
Las Vegas, Nevada

A hopeful mood in Las Vegas

Las Vegas—the name conjures up images of glitter, shows and hope—hope for a brighter tomorrow if one plays one's cards right. In all respects, the ANPA Operations Management Conference & Exposition June 11-15 did not disappoint. For newspaper publishers, production directors, manufacturers' representatives and others, Las Vegas was the oasis many of them had been searching for since the national economy began its downhill slide three years ago.

There was glitter a-plenty, and not all of it was from the gaudy neon signs of "The Strip" that so improbably illuminate the Nevada desert. Some of it emanated from the booth of exhibitor Autologic Inc. whose laser light show sent multicolored beams ricocheting around the huge Las Vegas Convention Center.

There were shows—live demonstrations of all manner of newspaper equipment, including more presses than had been shown in the 54 previous ANPA trade shows. And there was hope: After listening to dozens of speeches, a betting person would put his money on the newspaper business.

While most denizens of this "Disneyland for adults" slumbered, Conference attendees rose early and packed the three General Sessions and the eight symposia, which were expanded to almost two hours this year. And if some of the speakers had trouble wrapping their tongues around the official name of this year's Conference, "Synectics '83," they proceeded to meet its definition of a "free and unrestrained exchange of ideas among a group of people, used as a method of developing new ideas, solving problems and making discoveries."

The Conference's optimistic tone was set on opening session day when ANPA Research and Production Committee Chairman John B. Lake said he believes the newspaper industry "is on the threshold of its biggest move forward in several decades."

It continued the next day, when Walter E. Mattson of The New York Times Co. said all signs point toward a "powerful resurgence" of the American newspaper. "We could well be on our way to a period of unparalleled prosperity as an industry and to a new excellence in the products we publish," he asserted.

And the final session ended with descriptions of how robots and computer-to-plate printing may deliver additional benefits to the economies of newspaper publishing.

The upbeat tone, also sounded at the ANPA Convention in April, was reflected in the statistics of the Conference & Exposition. Continuing its tradition of being, in the words of Arrangements Committee Chairman Kenneth C. Bronson, "the greatest newspaper show on earth," the display of 209 equipment exhibitors occupied 208,700 square feet of space, just a hair under the record of 209,000 square feet established last year in Dallas. Total attendance rose to 10,524, up from the 8,696 in Dallas.

A major theme recurring throughout the five days in Las Vegas, among both newspaper executives and equipment suppliers, was the technical implications of adoption of the voluntary, expanded Standard Advertising Unit system. The message was that both newspaper personnel and manufacturers need to begin now to plan and to make equipment adjustments so that a smooth changeover to the new standards can be made July 1, 1984.

While the SAU activity indicates an industry on the move, and while exhibitors confirmed that publishers were much more in a buying mood this year, a certain wariness lingers. Witness this dialogue between two exhibitors following the busy opening day: "Things sure are better this year from an economic standpoint," said one. "I don't know that they're better," replied the other, "but they sure are more hopeful."

For all the activity and dazzling exhibits, however, it remained for a quiet, newspaper-technology pioneer to put it all in perspective.

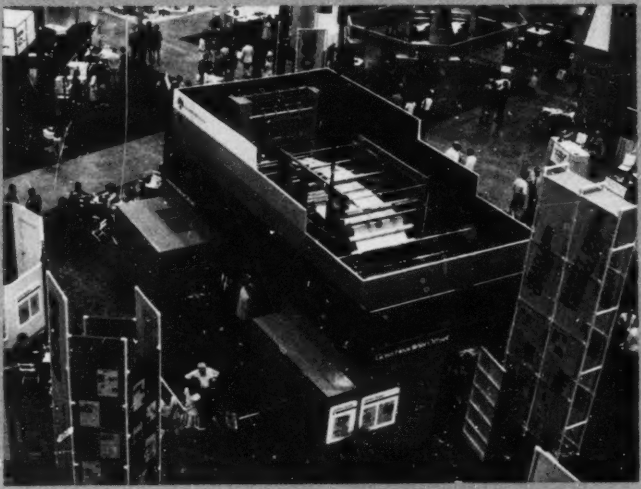
G. Prescott Low, the 70-year-old chairman and treasurer of The Patriot Ledger in Quincy, Mass., recognized at a Conference lunch for his role in developing new technology for newspapers, said his dream was that money saved in the production process would be poured into the editorial product. "I still have that dream," he said. ☐

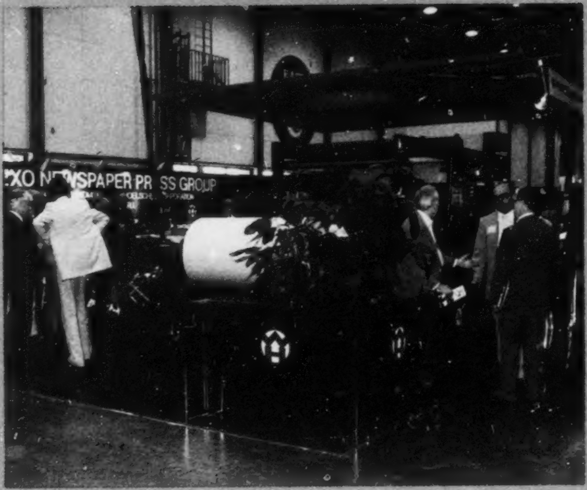
LAS VEGAS
CONVENTION CENTER
HILTON

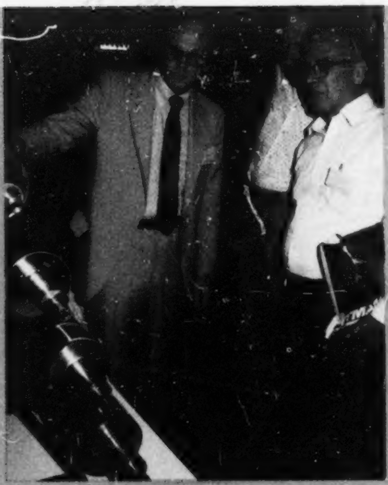
At left: Harris Graphics' NP-1472 inserter received close inspection.

Photo credits: Facing page, James M. Snoddy; above, Margaret Genovese.

Goss displayed a conventional offset press, the Headliner (below), while Windmoeller & Hoelscher Corp. demonstrated its new flexographic press (left-center).

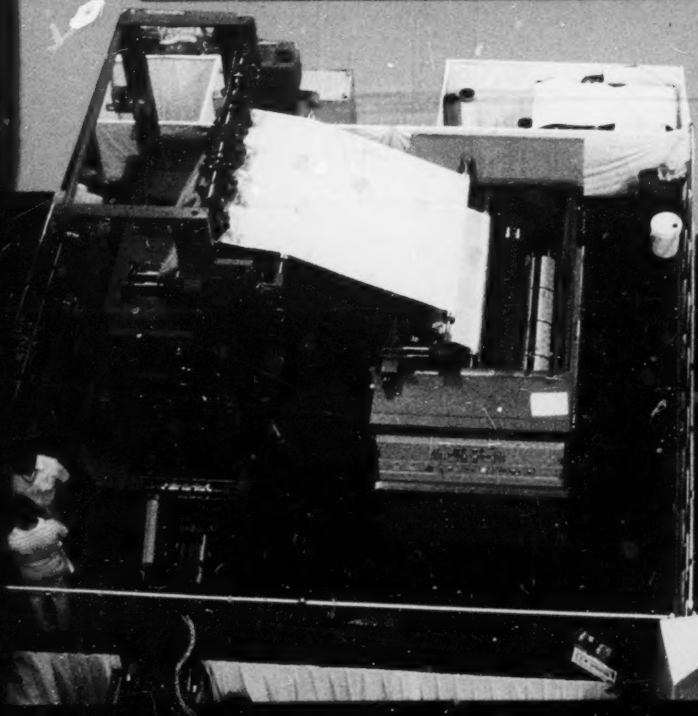


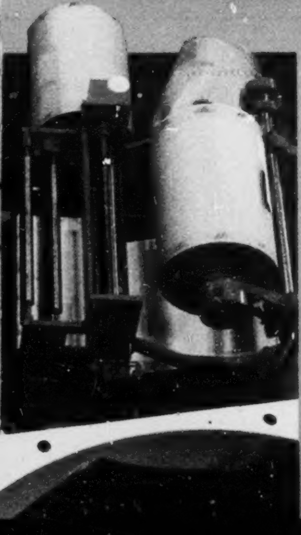

XO NEWSPAPER PRESS GROUP



A Pamarco Inc. representative explains anilox printing rollers to newspaper production personnel (left). A Press Machinery Corp. official does likewise for its new color half-deck for Goss Community or Suburban offset presses (below).

PRESS MACHINERY
PMC
ROLL with the LEADER
INDUSTRIES Inc.
3M





TKS introduced its Anilox Offset newspaper press (left).

Photo credits (clockwise from top right): C. David Rambo, Margaret Genovese, James M. Snoddy, Roland Sandt, James M. Snoddy.

Exposition packs 'em in

Flexography takes center stage in 'Year of Press'

By Paul Kruglinski
presstime technical writer

It was the Year of the Press at the 55th Annual ANPA Operations Management Conference & Exposition.

As expected, flexographic newspaper presses and offset presses that use anilox inking systems took the limelight at the Las Vegas show, although conventional web offset exhibits also drew heavy crowds.

"This Exposition is the most expansive press exhibit ever," commented John B. Lake, publisher of the Times Publishing Co. in St. Petersburg, Fla., and chairman of the ANPA Research and Production Committee.

While generally impressed with the press demonstrations on the floor of the convention center, Lake did express some reservations about flexography. "The current state-of-the-art . . . has a long way to go," he said.

In all, there were 25 exhibits at which presses, press conversion units or other pressroom equipment were displayed.

If indeed the 1983 Exposition goes down in newspaper history as a benchmark event for presses, its historical significance can be directly attributed to ANPA influence [presstime, June 1980, p. 4].

Several years ago, a special ANPA committee headed by Richard J. V. Johnson of the Houston Chronicle held a series of meetings with press manufacturers to underscore the need for new, affordable press technology. About the same time, the ANPA Research Institute developed the first ANPAPRESS™ unit incorporating the flexographic-style inking system known as "anilox." ANPA offered press manufacturers licenses to use ANPAPRESS technology, and 32 firms worldwide did so. In fact, the bulk of the anilox press equipment at the Exposition was developed under ANPA licenses. (See story, p. 15.)

Pressroom equipment. The two press displays that seemed to attract the most attention were those of Kidder-Stacy Co. and Windmoeller & Hoelscher Corp. Both were "live" demonstrations of prototype units using direct flexography printing on newsprint.

Using water-based inks, Kidder-Stacy printed a 16-page broadsheet paper with spot color on its double-width press equipped with a color halfdeck. The firm ran the unit, called the Motterflex-1, at about 30,000 impressions per hour, but company representatives said the capacity is 60,000 impressions per hour with the proper folder. The press with its halfdeck weighed 25,000 pounds and used a 25-horsepower motor, which is less than half the power of some offset presses.

Additionally, because the unit eliminates "ink drag," it consumes 30-percent less power than conventional offset presses.

In general, viewer comments on the press and the product were favorable, with some qualifications.

"It looks good," said George E. Riggs, publisher of the Herald-News in Fontana, Calif. "Production is clean; now they've got to do something about their halftones."

The Windmoeller & Hoelscher exhibit marked the West Germany-based firm's entry into the newspaper press manufacturing business. Also using water-based inks in its demonstration, the firm ran "live" reel-to-reel demonstrations on the unit—similar to one the firm installed at The Providence (R.I.) Journal in April.

The unit weighed 16 tons and was powered by a 25-horsepower motor. The firm said the unit can be run on as little as 15 horsepower and is capable of production speeds of 72,000 impressions per hour.

Two other exhibits displayed "static" units of Goss letterpress presses that were converted to direct flexographic printing units.

Printing Press Services International drew interest because it was the first time the United Kingdom-based firm participated in an ANPA Exposition.

The firm displayed a converted Goss Mark I which featured what the firm terms a "Triplex" relationship between the anilox roller and the plate and impression cylinders. Because the anilox roller and two cylinders have bearers with the same diameter, a more exact amount of ink is delivered to the plate, eliminating ink buildup in the non-relief areas, the firm said.

At another exhibit, Intercorp Ltd. and Kopper displayed their joint effort—a conversion of a Goss Mark I letterpress press into a direct flexographic press. The firm said the press, which can be operated at 60,000 impressions per hour, can be run

Press Machinery Corp. brought the flavor of Las Vegas to the display floor.

on a 20- to 25-horsepower motor and requires two-thirds less power than a conventional letterpress press.

Anilox roller technology also figured into the demonstrations of two offset presses.

Taft Equipment Sales Co., distributors for Japanese press manufacturer Tokyo Kikai Seisakusho Ltd., demonstrated the new TKS Anilox Offset press, which produced a complete newspaper product.

The double-width unit used an anilox inking system with a spiral-brush dampening system and ran at 60,000 impressions per hour at the show. The firm said it had solved a turbulence problem that occurred in the ink well at high press speeds by having the ink drum revolve at a speed proportionately slower than that of the press.

The waste factor is 10 to 20 copies before the first salable copy, they said. The show unit weighed 12 tons and was driven by a 30-horsepower motor.

TKS also announced at the Exposition that it had developed a four-color anilox letterpress unit in May.

Another exhibitor, 3M, used a Solna Print King offset press incorporating an anilox inking system to demonstrate its new laser platemaking system.

Anilox inking and flexography aside, there were two popular live demonstrations of conventional offset newspaper presses.

Rockwell International's Graphic Systems Division demonstrated a unit of its new Goss Headliner offset press with a color halfdeck. The firm said the double-width press is designed for large- and medium-size newspapers. The press is enclosed to minimize noise and features simplified controls for dampening, roll and ink adjustments.

The 38,000- to 40,000-pound unit (without the halfdeck) was powered by a 60-horsepower motor and ran at 60,000 impressions per hour. It also used a new Regency 2-to-1 ratio folder.

M.A.N.-Roland demonstrated its Uniman 4/2 offset press, producing a broadsheet paper with process color on two double-width units with one color halfdeck.

The 12-ton press ran at 60,000 impressions per hour using a 44-horsepower motor and incorporated a spiral dampening system.

The firm is donating two units, two color decks and folder of a similar Uniman 4/2 to ANPA for its new research facility in Reston, Va. [presstime, May 1982, p. 46].

While displaying the conventional offset presses, Goss and M.A.N.-Roland both said they are conducting research and development on flexographic newspaper presses.

Mailroom. Although the newly formed Harris Graphics Corp. had a static display of its new NCH-400 offset press, which is designed primarily for printing inserts, the center of attention at its exhibit was the new NP-1472 solid-state, automated inserter. Harris Graphics claimed the inserter is the first with the ability to run faster than the average press.

Among its various modes of operation, the machine can stuff two inserts into a 96-page broadsheet paper at press speeds of 80,000 copies per hour. The company said the machine can also be configured to deliver five inserts into a newspaper being printed at 40,000 copies per hour. The machine has a number of other configurations for zoned editions and for automated, ink-jet-printer addressing capabilities.

Custom Bilt Machinery, along with Nolan Industries Inc., displayed and demonstrated equipment that allows three on-line insertions at 36,000 copies per hour. The firms said the system—the fruit of a pilot program at the Harrisburg (Pa.) Patriot-News—collates and feeds inserts into a running line.

Hall Systems Inc. demonstrated its new Power Strap, a bundle wrapper that eliminates the noisy and potentially hazardous tension arm. The firm said the self-threading device has tension-control adjustments.

Muller-Martini Corp. demonstrated its new Zipmaster automated ZIP code sorting system that labels and reads postal codes for sorting newspaper bundles for both mailing and carrier routes.

Plates. In the platemaking arena, Letterflex Systems of W.R. Grace & Co. demonstrated a new, thinner and softer photopolymer plate designed specifically for use on flexographic presses. Both W&H and Kidder-Stacy used the plates in their press demonstrations.

Hercules Inc. demonstrated its new Merigraph SRA automated photopolymer platemaker. The firm said the machine needs only one operator and can process 60 flexographic or letterpress plates per hour.

Tasope showed its new Airform Plate Bender that uses an inflated air sleeve to bend metal plates.

Chemco Photoproducts Co. demonstrated a number of new products including its News-Scan 2500 laser platemaker, which is compatible with a new Camex pagination system (see next section); and its EAC-1 silverless offset platemaker, which spokesmen said can process plates with a life of 100,000 impressions and can be adapted to future laser technology.

Chemco also exhibited its Litho-X-Poser, a manually fed automatic platemaker that can expose 150 plates per hour.

Graphic Enterprises Inc. demonstrated

American Bell showed new phone systems.

STACKER
CS450

IDAB Inc. introduced its CS 450 stacker.

a new offset platemaking system. Its components included the PM 300 Coater, which applies positive, subtractive coating to any plate, and the PM 300 Printer, which makes silverless masters for use on positive plates.

Similarly, 3M Co. demonstrated its new 1125 Coater for coating offset plates. The unit works in conjunction with the company's 1132 Plate Processor. Both items were developed to coordinate within Autologic's computer-to-plate system.

For its part, Autologic demonstrated the new APPS-1 pagination "plate-writing" system for the CPU-to-plate process.

Pagination. Although newspaper interest in pagination, in terms of actually buying systems, has been somewhat limpid, more firms displayed and demonstrated pagination systems than ever before.

For the last several years, Informational International Inc. has dominated the pagination scene in terms of being able to digitize graphics. However, several past and new exhibitors demonstrated equipment this year with digitized-graphics capabilities.

Camex Inc. demonstrated for the first time its new pagination system called the Camex SuperSetter. The firm claimed the system can rotate type, do reverses and screen type on a VDT.

Itek Corp., another newcomer to pagination, demonstrated its Visitek system. Company representatives said the system is relatively low in cost and can interface with existing editorial and display advertising subsystems.

Itek is also the marketing agent for Sim-X, a Norwegian maker of pagination systems. Itek demonstrated Sim-X's PAGEcomp-PAGEscan make-up and pagination system.

Hastech Inc. demonstrated its new Graphics Substation, which scans and digitizes art work and continuous-tone photographs for processing on pagination terminals.

About the most significant aspect of the Information International Inc. exhibit was word from "Triple-I" representatives that the price of its pagination system has been cut about 15 percent. But the firm did demonstrate its new 2025 Page Makeup Station featuring a 25 inch-wide (diagonal) screen. The firm said the larger tube allows an editor to work on two pages simultaneously.

Atex Inc. displayed a new terminal for text and graphics editing for use in conjunction with its conventional front-end systems.

ECRM, a division of AM International, demonstrated its new Autokon 8200 laser input scanner that digitizes art work and continuous-tone photographs for graphics pagination.

Typesetters. Mergenthaler Linotype Co. introduced its Linotron 101 raster-image microprocessor. (A raster is the mechanism that controls the scan of both CRTs and lasers. It lays down the photon stream in the typesetter.) The firm said the machine, which it described as low-cost, can set type sizes ranging from 4.5 to 127 points in lines as wide as 72 picas at 250 lines per minute. A single disk will hold 25 to 35 fonts, while two disks will double the capacity.

Scanners and prepress equipment. HCM Graphic Systems Inc. demonstrated its new Pressfax P 1912, a laser facsimile transmission and receiving system that can transmit opaque or transparent newspaper pages—including color separations—onto film, photographic paper or plates at remote locations.

Crosfield Data System Inc. demonstrated two new items: the DATRAX Model 760 I laser copy reader, a low-powered laser raster scanner; and the DATRAX Model 760 X, a programmable, high-powered laser scanner that can "image" onto lasermask or double-width plates.

IBM demonstrated the 4250 Printer, an electro-erosion printer that allows text and graphics to be reproduced inexpensively on aluminum-coated paper. The firm described electro-erosion as a new prepress technology.

Chemco Photoproducts introduced its Auto Stripping device that uses a robotic head to "remember" the placement of multiple color separations to within .0001 inch.

Front-end systems. A number of exhibitors showed new front-end systems or new software packages or both. Generally, the front-end systems offered greater storage, improved speed and increased flexibility.

The software packages—for the most part aimed at the editorial and classified advertising departments—offered adaptability to wire service transmissions, data banks and pagination technology.

Telecommunications. Observers noted what appeared to be fewer telecommunications displays than at the 1981 and 1982 ANPA shows. "I thought it was down slightly, but not horrendously," said Kathleen Criner, ANPA director/telecommunications affairs.

Criner pointed out that in 1981, telecommunications exhibitors were specially invited to demonstrate their products after a conference General Session and did not pay for the space.

She also noted that the Las Vegas Exposition coincided with the annual convention of the National Cable Television Association in Houston, and that it came "awfully close" to Videotex '83, held later in June in New York City.

In addition, Criner said some vendors do not perceive the ANPA Exposition as a major telecommunications event.

Nonetheless, there were at least nine exhibits containing some element of electronic publishing.

The telecommunications exhibits featured not only the latest in electronic publishing equipment but also new business

C. David Rambo

Interesting geometric patterns emerge from a bird's-eye view of the "Triple-I" exhibit.

telephone systems from American Bell.

Among the first-time exhibitors was Videotex America, a joint venture of Times Mirror Co. and Infomart of Toronto.

Vu/Text Information Service, which exhibited in 1982 under the name IN/FORM, displayed its expanded, regional videotex service designed for businesses. The Knight-Ridder company was started as an offshoot to the electronic library of the Philadelphia Inquirer and Daily News.

News Cable Associates, a company formed in January by former Morristown, N.J., newspaper executive Madison M. Myers Jr., had a display featuring its service: assisting newspapers that wish to launch local, advertiser-supported video news programs for cable television.

Atex showed new electronic-publishing equipment that can be linked to any Atex front-end system. The system also can take print-bound classified ads stored in a newspaper's computer and automatically process them for an electronic publishing system, according to the company.

In addition, several other firms selling equipment for conventional text services for cable or low-power TV were on the exhibit floor.

Todd Communications Inc. had a new piece of equipment—the Chyron VP-1—described as a high-quality, computer-controlled character generator.

American Bell, the new AT&T subsidiary, displayed its frame-creation terminal for electronic-publishing systems. Noted for its high-quality color graphics, the $41,900 terminal has been used by Knight-Ridder and Times Mirror.

In the field of new office telephone systems, American Bell introduced a new "Call Management System" designed, among other things, to "help manage telephone traffic and the operation of newspaper classified and circulation departments," a company spokesman said.

Wire services. The Associated Press demonstrated its new International Data-Photo facsimile machine that can receive standard-transmission photographs from around the world.

United Press International demonstrated its digital darkroom that allows the storage and editing of still pictures.

Awards. In Editor & Publisher magazine's annual judging for the best exhibits, the Graphic Systems Division of Rockwell International Corp. won first prize in the large-island-booth category. Web Press Corp. captured top honors in the small-island-booth category, as did Quanta Corp. for "non-island" booths.

In Eastman Kodak Co.'s "Run-for-the-Money" newspaper color reproduction contest, the Danish newspaper Naestved Tidende took the first-place award. ☐

ANPA Operations Management Conference & Exposition future schedule

1984	Atlanta, June 9-13
1985	New Orleans, June 8-12
1986	Atlanta, June 21-25
1987	Las Vegas, June 6-10
1988	Atlanta, June 11-15
1989	New Orleans, June 10-14

$5,000 JACKPOT
25¢
BAR
BAR
BAR

1

First session day: June 13

- Striving for quality
- Utilizing people power
- Managing energy, space wisely
- 'Annual report' on presses

Sessions begin on a quality note

Quality and optimism. They went hand-in-hand at the opening General Session, reflecting the theme and the mood of the entire three days of Conference meetings.

ANPA Chairman and President William C. Marcil called for quality; Research and Production Committee Chairman John B. Lake talked about what it is and what steps are being taken to get more of it in the newspaper business.

And—speaking only a few feet from the giant exhibit hall containing what is annually the largest display of newspaper equipment anywhere—both expressed confidence that technology will continue to lead the way toward better quality.

"In the rapidly changing, ever-expanding world of newspapering, it's more important than ever that we meet goals of quality in everything we do," said Marcil, president and publisher of The Forum, Fargo, N.D.

He noted that since its inception in 1927, the annual Conference & Exposition "has been the catalyst for virtually all of the technological advancements that have occurred in our business." These include:

- Photocomposition and computers in the late '50s
- Web offset printing in the early '60s
- Photopolymer plates, OCRs and VDTs in the late '60s
- Satellite transmission and telecommunications in the '70s
- ANPAPRESS™ technology in the '80s.

Lake, who believes the newspaper industry "is on the threshold of its biggest move forward in several decades," said the biggest contribution from the technical side of the business—and what is most needed—is "a total system approach to producing quality-appearing newspapers."

Quality is a subjective thing, but Lake had a method for recognizing it.

"The day I get off an airplane (after reading several newspapers on board) and don't have to wash ink off my hands, I'll know we've arrived at it," he said.

Lake said the reason for the emphasis on improving the appearance of newspapers is "obvious." Despite heavy investment by newspapers in converting from hot metal to photocomposition and from letterpress to offset, "we still were not delivering a newspaper whose appearance we were proud of."

And that failure was exacerbated as readers and viewers were increasingly exposed to superior printing in newspaper preprints, magazines and catalogs, and to ever-improving pictures on television.

Both Marcil and Lake cited the new ANPA technical facility in Reston, Va., as a key to achieving a higher-quality newspaper product. "The new facility is designed with one basic goal in mind—to help individual newspapers improve themselves in the ways they decide are best for them," Marcil told the audience of about 1,000 newspaper executives and manufacturers' representatives.

William C. Marcil

John B. Lake

The new technical facility will allow creation of a "long needed" technical library, "probably the most important new aspect of the Reston move," said Lake, publisher of the Times Publishing Co. of St. Petersburg, Fla. "We have been too long dependent on an unstructured communication network, and now we'll know where to turn to solve a lot of our problems."

It may take until 1990 to complete, he said, but the goal of the Research and Production Committee is that when finished the technical library will be *the source* for technical information on the newspaper business.

The library is intended to make available technical manuals in print, audio and video forms; training films in all areas of production; federal and state regulations involving the work-place environment; and other information developed by ANPA technical staff and by equipment user groups, Lake said. It is hoped that this information eventually will be available via computer or dedicated telephone line, he added.

In addition to construction of the new facility at Reston and beginning development of a technical library there, Lake cited the following factors contributing to the drive for improved quality:

- State-of-the-art equipment contributed to the new facility by various suppliers, including two units of a Uniman 4/2 double-width, offset press with two color decks and folder from M.A.N.-Roland; new classroom and laboratory equipment from a $500,000 grant from Graphic Systems Division of Rockwell International; a HELL scanner; mailroom equipment from George Hall Co.; and pre-press equipment from NAPP and Mergenthaler.
- Increased cooperation with industry suppliers
- Development of a closer working relationship with user groups. "We would like the Research Institute to be the umbrella organization for user groups—to aid in their development, aid them in better communications, help them disseminate information through bulletins, pamphlets and presstime."

Marcil took the pitch for quality beyond the technical arena.

"We must deliver quality every day," he said. "Not just quality printing and quality delivery and editorial excellence; but also classy personal relations with every person we talk to, candor and honesty in all business dealings, compassion and understanding of other people's difficulties, friendship and concern and community dedication." ☐

Getting tough with suppliers boosts quality

Technical quality of a newspaper can only be as good as the materials used to produce it. That's why The Syracuse (N.Y.) Newspapers Inc. takes a hard line with suppliers and returns any and all materials it considers unsatisfactory.

"This policy has been a self-fulfilling prophecy," Production Manager Michael D. Stern said at the symposium on "The Three C's of Quality: Commitment, Competence and Communications."

"Not only has it contributed a great deal to improving the quality of reproduction," Stern said, "but in addition has yielded cost savings well in excess of the costs of initiating and maintaining the program."

Also on the panel were George E. Sweers, director of news illustration of Times Publishing Co., St. Petersburg, Fla., and William F. Sykes, vice president and general manager of News-Press Publishing Co. Inc., Santa Barbara, Calif. They said quality control is rooted in communications at all levels of the production process.

Stern said the first step in his firm's quality-control program was gaining as much control of production "variables" as possible. With that, "we became more aware of the inconsistency in the quality of the materials that we were obtaining from our suppliers."

Conference Director Peter P. Romano of ANPA (left), meets with speaker David C. Garrett Jr. of Delta Airlines and Katharine Graham of The Washington Post Co.

Conference Chairman was Kenneth C. Bronson of Affiliated Newspapers, Stauffer Communications Inc., Topeka, Kan.

In the past year alone, Stern said, "we have rejected or refused to accept some 1,000 tons of newsprint for quality reasons."

In the past six months, the company has rejected and returned more than 75,000 plates to the manufacturer. "This figure represents one-half a year's supply to the Syracuse Newspapers," Stern said.

The company charges all of its suppliers 10 percent of the cost of any materials returned because they are not good enough.

Another quality-control program of Syracuse Newspapers takes the form of "color seminars" for advertisers. One purpose of the meetings is to "bring the customers' expectations into line with the realities of letterpress printing of process color on newsprint, especially in the area of matching proofs." Another purpose is to "sell more advertising space by extolling the virtues of color as an effective marketing tool."

Sweers, emphasizing the virtue of communications, said his newsroom assumes responsibility for starting interdepartmental communications because the news department originates much of the production work.

His staff routinely consults with production workers when working with color photos and other technical matters.

"We have no qualms about those in the production departments questioning the quality of material they receive from the newsroom," Sweers added.

The editor also said his company's pressmen are using densitometers to "stabilize" the human variable in setting densities of black and color ink. "Because people see black and color differently, the densitometer can eliminate the subjective evaluation," Sweers explained. "The pressmen now set ink to a specific number. We now have consistency from page to page, paper to paper and press to press."

Sykes of the News-Press described how his company employed the "three C's" when the paper in 1975 became the first with a Goss Mark II Headliner press to convert to direct lithography technology. To demonstrate commitment, it formed a planning team including not only managers of all production departments but also the assistant managing editor and controller.

To promote competence, the newspaper's offset department was used to train employees who would become involved in the new system.

And to foster communications, the "free flow of information should move in both directions so the staff member never feels inhibited from passing information to the department head level," Sykes said. □

Personnel experts give advice on how to introduce change

Helping employees adjust to change, training them in supervisory and other skills, and evaluating their work performance were the topics covered in "People Power—Motivation, Utilization and Training"—the only symposium focusing on people rather than on production processes.

To managers, change appears rational and understandable primarily because they are involved in initiating it, explained Betty A. Duval, vice president/staff development of Dow Jones & Co. Inc. But to those on the receiving end of change, it often is perceived as negative—something that is being done to them and over which they have no control.

To help facilitate change, she advised managers to:

- Inform employees of the company's long-term mission and goals, and keep them abreast of what other newspapers and suppliers are doing.
- Seek employee input when considering change, and offer options whenever possible.
- Provide education and training when new equipment is introduced.
- Be aware that cost-cutting or new equipment introduction may mean fewer people are doing more work. Consider having employees give up some tasks at the same time they are acquiring new ones.
- Listen to employees' concerns and suggestions, and watch for signs of boredom and loneliness as a result of the introduction of new technology.
- Implement major changes in stages, and alert employees to progress and any problems along the way.

The case for newspaper training programs was developed by Robert J. Jendusa Jr., director/training and development at the Austin (Texas) American-Statesman.

In prepared remarks that were delivered in Jendusa's absence by American-Statesman General Manager Clayton J. Frink, it was pointed out that while newspapers last year spent $800 million on new plant construction, improvements and new equipment (see story, p. 57), they spent nearly $10 billion on wages and benefits for their 425,000 employees.

Just as newspapers budget for maintenance of equipment, "we have to spend a reasonable amount of our resources ensuring that the investment we have in people is not wasted," he said.

He cautioned, however, that training is not a quick fix: "You can't expect areas that have shown signs of problems over a period of time to be fixed with a two-day seminar."

Nor, he said, is it the answer to all problems. "Some are system problems, some are administrative problems, some are personality problems, some are attitude and morale problems, and some are just poor planning."

Since joining the American-Statesman staff in 1980, Jendusa has developed programs in basic management, communications, interviewing, performance appraisals, time management, customer service and using numbers speedily and accurately.

Programs on effective human relations, problem solving and decision making, plus a basic, first-line supervisory program, will be added, he said.

Giles E. Padel, director of training/newspaper operations for Harte-Hanks Communications Inc., provided advice on how to structure a supervisory training program.

"Experts tell us that the biggest shift in job responsibilities that a person may ever experience is the one that occurs when a rank-and-file employee is made a supervisor," said Padel, whose prepared text was read by symposium Chairman Donald J. Barhyte, Multimedia Inc. vice chairman and chief financial officer and treasurer, and chairman of the ANPA Training Committee.

According to Padel, Harte-Hanks's supervisory training program contains several components that are updated and augmented as necessary: the basics of management, indoctrination of new employees, time management, employee performance reviews, motivation, discipline, delegating authority, communicating with employees, decision making and goal setting.

Padel stated that when developing a supervisory training program, a newspaper should collect information on such programs offered by training companies; talk with all department heads, all levels of management and a sampling of employees from every department; do a broad outline of the topics to be covered; research the topics from books available at local libraries; and avoid the use of management jargon while using humor in the presentations.

One tool that can be used by supervisors to improve the employee-employer relationship is the performance-appraisal process, according to James D. Boswell, vice president/employee relations of the Los Angeles Times.

Performance appraisals can meet the needs of employees for information on how they are doing, what their strengths are, how they can improve and where they are going, Boswell said. Newspapers can use them "defensively" to defend discrimination and wrongful discharge cases, and "pro-actively" to aid in decision making on career moves, salary and other personnel actions, he added. ☐

C. David Rambo

Midwest Publishers Supply Co. showed ergonomically designed furniture in stylish fashion at the Exposition.

The heat may be on to establish an energy plan

Future economic and environmental dilemmas may compel newspapers to institute energy-management programs. Such was the opinion of four production executives whose newspapers embarked on programs of "Energy and Space Management," the subject of a symposium.

One panelist described The New York Times' planned program to save energy costs and reduce waste storage and disposal requirements at its Carlstadt, N.J., remote printing plant.

According to Director of Operations Joseph Petzko, the newspaper's plan is simple: Burn the waste ink, oil, newsprint, wood and other flammable waste products and use the energy produced to heat and cool the plant.

"It will cost The New York Times approximately $1 million" to install an incineration system, Petzko said. However, he said it "will save 170,000 therms of natural gas and 1.2-million kilowatt hours of electricity each year. This translates into a reduction in energy and waste-disposal costs of $450,000 per year."

The incinerator will be automated and require only minimal monitoring outside of regular maintenance. He said many newspapers could benefit from such a system.

Because of high energy costs and unreliable power sources in Southern California, the San Diego Union and Tribune and Los Angeles Times built co-generation systems at their plants [presstime, Oct. 1982, p. 40]. In such a system, a company installs the equipment (such as turbines) to produce energy for its own needs, with any surplus energy to be sold to the power company.

Thomas W. Cooper, production director of the Union and Tribune, said the newspapers' electricity bill was averaging about $30,000 a month before the 1973-74 energy crisis. Despite energy-conservation measures, "by 1980 we were paying almost $150,000 per month—and that was for fewer kilowatt hours than we used in 1973."

The co-generation system installed last year, running at 80 percent of capacity, can satisfy the plant's electrical, hot-water and air-conditioning needs and still produce surplus energy to sell to the local utility.

The Los Angeles Times built its co-generation system 18 months ago. According to William Perry, production engineering manager, it has enabled the newspaper to operate even during brownouts and power outages in Los Angeles.

Another approach to the energy problem was taken by the Troy (Ohio) Daily News: solar energy. Thomas Thokey, vice president and general manager, said the system has been so successful that the only supplemental heat source is a wood-burning stove "to take the morning chill out of several days during the winter." ☐

Low, Jaffe honored for contributions to technology

Low (left) recounts development of Photon machine; Jaffe (right) receives plaque from Marcil.

When he embarked on projects designed to improve the efficiency of the newspaper production process, G. Prescott Low hoped the money saved on the mechanical side would be put into the editorial product. "I still have that dream," said the chairman of the board and treasurer of The Patriot Ledger in Quincy, Mass., "and I still look forward to that dream coming true."

Low, 70, who was a pioneer in the development of the Photon machine and the Dow Rapid-Etch engraving process, made the comments in accepting a plaque from ANPA in recognition of his many contributions to newspaper production.

Also presented a plaque of appreciation by the Association was Erwin Jaffe, who recently retired as director of the ANPA Research Center [presstime, Jan. 1983, p. 57].

The presentations were made at a luncheon for Conference speakers and for former members of ANPA technical committees.

Low was cited for being instrumental in the establishment of the Graphic Arts Research Foundation and for his work with the American Press Institute that led to production seminars there. He also was honored for his service on both the International Press Telecommunication Council and on the predecessor of what is now known as the ANPA Telecommunications Committee.

Low is currently chairman of the Massachusetts-based Graphic Arts Research Foundation. He said the organization is developing a Chinese-language word processor and recently demonstrated a prototype to a visiting delegation from the China Daily, the only English-language newspaper in the People's Republic of China. The delegation attended the luncheon.

Lester A. Craft, vice president and general manager of Goss Newspaper Products, presented ANPA with a check for $160,000, the second of three installments of what will be a $500,000 donation by the Graphic Systems Division of Rockwell International to equip the new research facility at The Newspaper Center in Reston, Va. [presstime, Jan. 1983, p. 42]. ☐

'Flexo' seen as viable alternative to offset, letterpress technology

In what has become an annual report to the Conference on new press technology, three newspaper production directors and one executive of a commercial printing company hailed the advantages of flexographic-style printing.

Jerry S. DeHimer of the Providence (R.I.) Journal and Bulletin said his field testing of Kidder-Stacy and Windmoeller and Hoelscher "flexo" presses convinced him that "our future belongs with flexography. It has become a viable and valuable alternative to both letterpress and offset."

DeHimer cited a number of advantages of flexographic printing, including lower cost, lighter weight, quieter operation, reduction of newsprint waste, use of water-based ink, and elimination of ink misting and ink rub-off.

DeHimer's presentation was an update of a report he made to the 1982 Conference in Dallas, as was that of another flexographic pioneer, John R. Rodney of The Express in Easton, Pa. "It's sort of like a TV soap opera," said Rodney. "I get to unfold a little of the story each year."

The Express recently completed conversion of its entire line of Scott letterpress units to what Rodney called "indirect flexography"—the ANPAPRESS™ anilox inking system developed by the ANPA Research Institute. But unlike true flexography such as that being tested in Providence, the ANPAPRESS concept involves form rollers that transfer the ink to the plates [presstime, April 1983, p. 38].

At the Burlington County Times in Willingboro, N.J., a team of ANPA/RI technicians in March 1982 installed an ANPAPRESS unit on a Goss Metro letterpress press in nine hours, reported George E. Botsko. "We successfully ran it the next day for the full press run of 50,000," he said.

But the anilox inking roller, made of chrome, caused excessive wear on the doctor blade. The Times eliminated the problem by changing to a roller made of tungsten, Botsko said.

While the other panelists indicated they are not yet printing process color on their flexographic units, an executive of Greater Buffalo Press Inc. said his firm has been doing it since last November.

The company, which prints color comic sections and newspaper advertising supplements on the Kidder-Stacy press, has gotten results that cover "the spectrum from good to medium to disastrous," said Executive Vice President Paul J. Koessler.

He said the trick is to find plates, ink and anilox rollers that work well and are compatible.

"Despite the frustrations," he added, "it is worth our while to pursue this technology because of its ultimate potential. I believe that when the problems are resolved, we can produce a high-speed product with quality as good or better than cold web offset with cost factors close to letterpress."

Symposium Chairman Raymond R. Dittrich, vice president of News America Publishing Inc. in New York City, praised the ANPA Research Institute for its role as a catalyst in the adaptation of flexography to newspaper printing.

Dittrich, vice chairman of the Association's Research and Development Committee, observed that in 1979—the last time the Conference was held in Las Vegas—"the ANPAPRESS project was moving from the idea stage to the drawing board. The following year, we reported on the performance of the early ANPA prototype models . . . (and) invited the press manufacturers from around the world to participate in our experiment."

The results of their work could be seen all over the exhibit floor this year. "That's progress!" Dittrich declared.

Text of Jerry S. DeHimer's speech is reprinted on p. 58.

Conference symposia at the Las Vegas Convention Center generally were well-attended.

2

Second session day: June 14

- Planning for SAU conversion
- Update on telecommunications
- Newsprint management ideas
- Meeting competitive challenges

SAU implementation is only a year away

Newspapers must begin planning immediately for conversion to the expanded Standard Advertising Unit system, General Session and symposium audiences were told.

Walter E. Mattson

Walter E. Mattson, chairman of the newspaper industry's Working Committee on Advertising Standards, warned that while the implementation date of July 1, 1984, may seem far off, "It's just about the day after tomorrow in terms of the things that have to be done in the various departments of your newspaper."

Mattson recommended that other newspapers follow the lead of the Los Angeles Times in establishing a plant-wide committee to oversee conversion to the voluntary SAU system.

The New York Times president and chief operating officer explained the provisions of the expanded system; the process by which it was arrived at by the working committee and approved by the ANPA and Newspaper Advertising Bureau boards of directors; and the benefits expected to be derived by newspaper advertisers and newspapers.

According to the timetable established by the working committee, newspapers may change at any time prior to next July 1 their web width, column width and rate-card format to conform to the expanded SAU system.

However, Mattson said newspapers should continue to accept the current SAUs through June 30 of next year. Papers should not change their method of billing national advertising until organizations representing newspapers and the advertising community work out the details of the switch in the unit of measurement from agate lines to inches, he said.

Symposium panel. Following Mattson's presentation to a General Session, a well-attended symposium heard five panelists discuss ramifications of moving to the revised system.

Charles M. Kinsolving Jr., NAB vice president/marketing and new technology, set the stage for panelists' specific presentations on how each newspaper department will be affected.

Kinsolving said it became "obvious" soon after the current SAU system was implemented in September 1981 that it was "not doing the job." The current system covers only national advertisements handled by ad agencies.

Hence, the working committee's refinements and expansion of SAUs to all display advertising.

The NAB official listed the following advantages the expanded system will have for agencies and advertisers:

"It will save time and money in the preparation of ads due to the elimination of multiple sizes. It will eliminate logistic mistakes. It will, in the end, simplify pricing and billing. It will reduce paperwork and clerical error. It will improve the appearance of ads generally by assuring that there will be no distortion or cropping."

Indeed, just before the Conference, advertisements placed in trade publications soliciting comments about the expanded SAU proposal resulted in a unanimously favorable response from advertisers and ad agencies. Only one negative comment was received, according to ANPA Vice President/Technical William D. Rinehart, that from a newspaper concerning the change in measurement from the agate line to the inch.

Another gauging of newspapers' reaction to the expanded plan earlier this year also was overwhelmingly positive [presstime, May 1983, p. 44].

For newspapers, Kinsolving told the symposium, advantages will include making it easier for multi-market advertisers to buy newspaper space, simplifying makeup and facilitating future satellite transmission of newspaper ads.

Department by department. In the discussion of how to prepare for the expanded SAU system, Frank J. Savino of The Record in Hackensack, N.J., said the *advertising department* will have to adjust sales pitches, layout grid sheets, rates, contracts, rate cards, Standard Rate & Data Service listings, and invoices.

"The greatest caveat I have for you . . . is *don't*, and I repeat, *don't*, let this change in format come across to your customers as a rate increase or as a negative change. . . . I strongly recommend that you keep the format change as many months away from a rate increase as is possible."

Savino, who as vice president/marketing oversees several other aspects of The Record's operations, said a newspaper's *circulation department* should alert readers before July 1 of next year that their newspaper will look somewhat different.

The *promotion department* can assist in a smooth transition by developing explanatory house ads, articles, brochures and sample newspapers, he said.

Speaking from the point of view of the *production department*, Stan Richmond of Harte-Hanks Communications Inc. warned of numerous back-shop adjustments that must be made over the next year.

Richmond, vice president systems and engineering/newspaper operations, said the steps necessary to conform to the SAU standards depend on a newspaper's existing mechanical specifications and web width.

He said "compliance from a technical point of view is easy" for a newspaper with specifications that approximate the SAU standards: for a broadsheet newspaper, six columns of 2 1/16 inches each with 1/8-inch gutters between, and a web width of 55 inches for four-plate-wide presses.

"On the other hand, if your current mechanical specifications vary drastically from the SAU recommendations and you

On the Exposition floor, Compugraphic holds a "how-to" on its ad terminal.

have a multiple, double-width press functioning at the limit of its capacity, you have a challenge, an opportunity—or a problem," Richmond added.

The conversion, he said, could entail changing type sizes and styles to fit the SAU column width; resetting house ads; changing film sizes and plate sizes; adjusting the press's inking and dampening controls, ink-roller length, and lockup mechanism; and altering some mailroom equipment.

Richmond also offered this general advice:

- "Inform the advertising department that inserts exceeding 13½ inches will extend beyond the edges of the paper.
- "Order different size newsprint . . . far enough in advance to eliminate delays due to shipping and consumption problems. . . .
- "If you don't have in-house machinists, contact one regarding making major mechanical alteration early to avoid delays."

The *editorial department* was represented by Drake Mabry, associate editor of The Des Moines (Iowa) Register. He said the recent dropping of barriers between the newsroom and the advertising department should make it easier for most newspapers to convert to the new SAU system.

"If it will help bring more advertising into the paper, especially national advertising, I'm all for it. It sounds like an idea long overdue," Mabry said, adding: "If it will bring in more *ROP* advertisers, instead of pushing advertisers into preprints, we would even take an advertising director to lunch."

But he said newsrooms face many problems because of the impending switch to SAUs: resizing mugshots and other file art; resizing standing heads; reprogramming front-end systems for the standardized column width; developing and adjusting to new headline counts; figuring out what to do with box scores and other agate-type listings in the six-column format; and generally making the appearance of the six-column newspaper graphically attractive.

"Even USA Today, that paragon of good newspaper design with . . . a seven-column makeup, has problems," Mabry noted.

Business office. But perhaps more than most other departments, the business office needs to get started now on a conversion plan. That was the message of Donald S. Maxwell, vice president-controller of the Times Mirror Co. of Los Angeles.

"To make a July 1, 1984, implementation date will take a tremendous amount of planning, attention to minute details, hard work and long hours" by accountants, data-processing personnel and others in the business office, he said.

For example, even after all the questions about the SAU system have been answered, "you have to sit down with your data processing guru and find out how long it will take to effect all the changes necessary to make that . . . implementation date. Then develop an implementation plan—and, very important, a contingency plan" if the deadline proves impossible to meet.

At Times Mirror's flagship daily, the Los Angeles Times, it has been ascertained that 78 computer programs must be changed to reflect the new advertising standards. The Times estimates that the job will take 130 programming weeks, and the paper has assigned three programmers to the project on a full-time basis, Maxwell reported.

Any newspaper that uses standard software packages for production, billing and/or statistical work would be well-advised to contact the supplier immediately, he said.

However, all of the symposium panelists agreed that the goal—no matter how difficult it may be to achieve—is well worth the effort. ☐

Text of Walter E. Mattson's speech is reprinted on pp. 40-41.

ANPA
SYNECTICS '83
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Attendees move through Convention Center registration area.

Stakes high in evolving market

Electronic publishing picks up

Review of the major happenings in the telecommunications marketplace and reports on the activities of several newspaper companies in this arena were the features of the symposium on "Telecommunications—A New Market For Newspapers."

Presentations were punctuated by the staccato sounds of an attendee seated in the front row taking notes, appropriately, on a portable computer terminal.

Although they involve three distinct industries, the top three stories of the telecommunications year—the reorganization of AT&T, the scramble for television viewers and the emergence of the personal computer market—have some common aspects, observed Jane L. Wilson, ANPA telecommunications industry specialist.

All three industries have information as their principal business, the cost of competing in them is high, and each is undergoing a shift from dominance by a few major firms to a highly competitive environment, she noted.

In addition, each industry is looking for new applications for their technologies—in short, for things that newspapers could supply.

Wilson said the breakup of AT&T and the emergence of competitors for telephone traffic means the telephone industry "must invent new uses for the telephone," such as videotex and "Dial-it" services. Likewise, cable television is looking for programs to fill channel space. And personal computer manufacturers are looking for additional ways in which consumers can use their hardware—to call up data bases that newspapers could provide, for instance.

The remainder of the session was given over to reports from newspaper personnel on telecommunications projects with which they are involved.

Cable television. The Dallas Morning News has produced a 20-to-25-minute video "news magazine" for cable television every other week since February 1982. It has kept the cost of each program, excluding salaries, to about $2,500. Some tips on producing low-cost video programming were provided by Carolyn E. Fessler, electronic information services manager.

One key, she said, is "resource recycling"—using the information already gathered by and published in the newspaper.

Economies also can be realized in the procuring of "on-camera talent." The Morning News saved money by using a person already employed at the paper.

Attendees pay rapt attention as they learn of recent telecommunications developments. Appropriately, one member of the audience (fourth from left) takes notes on a portable computer terminal.

Jane L. Wilson

Carolyn E. Fessler

But one item newspapers should not scrimp on is the hiring of a producer with television news-writing and producing experience, she said.

The Morning News' program, "Newstime," is an educational, non-commercial venture carried on various access channels on five local cable systems. It also is being used in conjunction with the newspaper's Newspaper in Education program at five area high schools with the paper's educational services department preparing a teachers' preview and study guide for each program.

Another newspaper that has gone into video programming for cable television—but on a decidedly commercial basis—is Newsday. The Long Island, N.Y., paper launched "The Newsday Channel" May 1, and since that time advertising space has been "virtually sold out," according to Julie M. Raynor, manager/videotex services.

In addition to video programming, which includes a nightly one-hour news show and five weekly public affairs and feature programs, the channel has text programming in four different packages—news, entertainment, features and a Long Island Guide. It operates 24 hours a day, seven days a week.

Raynor said the newspaper decided to use video to compete with the sophisticated video programming on other channels. The paper also felt it could fill a market niche because there is no television station covering Long Island news exclusively.

Although Raynor said it is possible to launch a text service less expensively than video, that has not been the case with "The Newsday Channel." Capital expenditures on the text side have been about twice as much as on the video side, she said. On the other hand, the video side is more labor intensive, using 18 people while the text side has 12.

Teletext. The Courier-Journal and The Louisville (Ky.) Times also are involved in a dual-service cable venture. The newspapers have an experimental teletext service carried in the vertical blanking interval of their conventional cable text service.

In a teletext system, consumers using decoders select the "pages" of text information they want to view from a constantly rotating loop of pages.

Robert L. Anderson, editor of the newspapers' Cable News Service, said the newspapers were uniquely positioned to enter the teletext field because of their ownership of a minicomputer software business, Dissly Research Corp. The teletext service is being developed jointly with Videographic Systems of America (formerly the French Antiope Videotex Services).

Anderson was bullish on the commercial potential for teletext based on the performance of classified ads on the papers' cable text channel. He said cable classified "at its worst" has grossed $10,000 a month for the newspapers, and has done as well as $20,000. The revenue potential of a teletext system "dwarfs" that, Anderson theorized.

However, Anderson conceded that at the present time teletext is a "developmental" medium. "There aren't any decoders available at prices people will pay," he said. But he predicted the growth curve for the service will be sharply upward in 1985 to 1990.

Videotex. At The Spokesman-Review and Spokane (Wash.) Chronicle, a year-old videotex experiment is about to go commercial.

Started on a shoestring, the service has been offered free via telephone to owners of personal computers. Beginning Aug. 1, a $19.95-a-month subscription fee will be charged. Shaun Higgins, the newspapers' director/electronic publishing, said it is hoped the service will attract 300 users. It will be marketed in computer stores, and salesmen will be encouraged to use the service to demonstrate equipment.

In addition to information from the newspapers, the service includes news from the Associated Press and five farm magazines published by the Cowles Publishing Co., which owns the Spokane dailies. Several universities, businesses and other institutions also are information providers. Transactional services will be experimented with in the near future.

Higgins said the service is expected to realize a "tiny profit" this year, with the revenues from the service, along with the marketing information gained in the experiment, used in the newspapers' long-term electronic publishing efforts. ☐

Speakers give tips on newsprint 'quality control'

The symposium was titled "Newsprint Management," but it could have just as well have been labeled "Quality Control: Newsprint."

Louis J. Franconeri, vice president/operations of the Baltimore Sunpapers, said one aspect of his company's quality-control program stresses "runnability."

"Newsprint runnability is one of the most important driving forces, in two of the most critical areas, when assessing a plant's press performance," he said. "Those two areas are press productivity and waste."

A web break hurts both areas, Franconeri noted. Several years ago, after experiencing an increase in web breaks with newsprint from all its suppliers, the Sunpapers launched a program to monitor paper quality.

Suppliers were contractually "rewarded" for improved newsprint performance, he said. Subsequently, the company experienced a decrease in the incidence of web breaks from an average of one break for every 29.5 rolls to one break in about 50.

At the Hearst Newspapers, newsprint costs were pared by implementing a newsprint auditing program and working closely with suppliers, according to Newsprint Coordinator Lloyd E. Foss.

A newspaper "may readily effect a reduction of 0.5 percent or more" in newsprint waste, he said, by "more careful paper handling practices; frequent auditing of roll weights, widths and diameters; reduced white waste in roll makeready; minimized roll wrapping; reduced core wastes; more efficient press operations; and a tighter audit and control of basis weight."

"This represents a minimum annual savings of $21,300 per 10,000 tons of newsprint usage at today's prices," he said.

In Orlando, Fla., a program called "SWATS"—Stop Waste at the Sentinel—has achieved savings of more than $400,000 over the past 10 months, reported Charles W. Carroll, production manager/press-distribution. Employees are rewarded for cutting costs, he added.

Edward E. Beckley, systems consultant for The Copley Press Inc., pointed out that a 1-percent reduction in newsprint waste throughout the newspaper business translates into savings of about $45 million. ☐

Approaches differ for preprint challenge

Speakers at a General Session segment and a symposium told how they have approached the challenge of increasing preprint volume.

At the segment on "Marriage of Press/Packaging," Richard E. Lewis, vice president/production of The Record in Hackensack, N.J., said his newspaper bought Ferag inserting equipment for its mailroom to complement a TKS press. The Ferag handles one to seven or eight inserts daily, with zoning to geographic units as small as a single town, he said.

Dietrich Batz, president and chief executive officer of Dierichs, GmbH & Co. KG of Kassel, West Germany, reported that his company also procured a Ferag system and that inserting costs have dropped 30 percent. Batz's company publishes Hna Hessische/Niedersachische Allgemeine, which has 200,000 circulation and 18 editions. It averages 1.3 preprints daily.

At the symposium on "Distribution Strategies," John A. Wolf, senior vice president of the Dallas Times Herald, lauded use of the mails for delivery of "Times Herald Extra" to nonsubscribers. The Times Herald actually delivers the papers to a commercial mailing house to avoid having to deal with the myriad postal rules, he said.

John J. Knipper, head computer coordinator of Newsday, Long Island, N.Y., said "Newsday Extra" has enjoyed success with carrier delivery. And Ferguson E. Rood, vice president/advertising and marketing of the Atlanta Journal and Constitution, outlined how his company uses both the mails and carriers to deliver preprints. ☐

TV competition weakening, but direct-mail threat grows

Newspaper Advertising Bureau President Craig C. Standen aimed his remarks to the Tuesday General Session at newspapers' duel with their major competitors—network television and direct mail.

Craig C. Standen

The pull of network TV is weakening, and newspapers—buoyed by the results of heavy investment in technology—are poised to take advantage of it, Standen believes.

Direct mail, on the other hand, notched the biggest growth of any advertising medium last year. "Advertisers invested $10.3 billion in direct mail last year," he said. "Unfortunately, a good part of that comes at the expense of our insert business—and as an aftermath of changes in the third-class postal rates."

The advertising bureau head said to maintain and increase their standing as the top advertising medium, newspapers must:

- Continue to invest in new technology to upgrade and improve the newspaper for both readers and advertisers
- Utilize a variety of NAB and other programs to "simplify, centralize and standardize" their advertising procedures to outsell their competitors
- Build on the recent increase in circulation to reverse the slip in household penetration.

"You . . . are responsible for the dramatic—and expensive—steps we've taken to improve newspaper production: better reproduction, more color, new distribution flexibility, satellite transmission of news and advertising, computers and much more," he said. "Newspapers have identified the new information needs of their readers and responded to them. Investments for improvement are now the order of the day."

Now is the time to take advantage of those actions, Standen said.

On the television front, he said the networks gained 11.4 percent in advertising expenditures in 1982 "despite the fact that their prime-time audience share has dropped to a mere 62 percent in pay-cable households—and despite the fact that only 7 percent of viewers can recall the last commercial they saw five minutes earlier, about a third as many as in 1965."

That growth is about to stop, he said.

Cable penetration—now at 35 percent and climbing—is splintering the TV audience; public broadcasting adds to the networks' loss, "particularly among upscale households"; and while devices like video cassette recorders and tapes may increase network-TV watching, "the commercials are often edited out in playback," he said.

"So in brief, as viewers gain more control over their television environment, the problems for TV advertisers are going to worsen," he said. "And that's good for newspapers."

These developments refute a recent Television Bureau of Advertising presentation whose message is that commerical television has emerged as the leading medium for reaching and influencing the affluent market, Standen said.

He also took issue with television claims that "newspaper cost per thousand has 'shot through the roof.'"

"Newspaper CPM is very competitive with television this season, especially in major markets," he said. "It costs about $7.84 to reach a thousand households in the top 20 DMA's (Designated Marketing Areas) with a (Standard Advertising Unit system) No. 13 newspaper ad and about $10.30 for a 30-second commercial in prime time."

On direct mail, Standen said the recent growth stemmed from the drop in newspaper penetration levels, advertisers' increasing demand for selective and saturation coverage, and the fact that the U.S. Postal Service became marketing oriented and changed its rate structure.

"Today, third-class mailers get discounts at levels not enjoyed by second-class mailers, competitors of the USPS or by anyone else," he said. "It costs me 20 cents to get a letter from my daughter at camp, to send a Christmas card, to write a letter of protest to my congressman. A three-ounce package of advertising costs a mailing house 7.4 cents. I think that's wrong, and our business thinks it's wrong."

The bureau president noted that in its efforts to fight back, the newspaper business has the advantage of a distribution network already in place that is "a major organizational resource," and many newspapers are using that network or other means to launch total-market-coverage products of their own.

In addition, a joint NAB/ANPA/National Newspaper Association postal task force has been created and is working to prepare the newspaper case in anticipation of the introduction of a new rate proposal for all classes of mail.

These and other steps—most importantly, the voluntary SAU system (see story, p. 16)—show that newspapers are "a vital, growing, healthy medium because they fill reader needs in ways no other medium can," Standen said. ☐

Autologic ad terminal drew an attentive crowd.

3

Third session day: June 15

- **Pros, cons of pagination**
- **Robots for newspaper production?**
- **Some U.S. industries lag competitively**

Publishers, vendors spar on pagination

The program said the segment was "CPU to Plate—Fact or Fiction," but General Session Chairman Larry Strutton, vice president/operations of the Detroit Free Press, called it "a three-ring bonanza."

The session was actually a debate between a panel consisting of three newspaper people and a panel of three vendors who supply pagination products.

The newspaper panel consisted of: Darrow Tully, publisher, The Arizona Republic and Phoenix Gazette; Ted Weegar, assistant managing editor, Los Angeles Times; and EuGene L. Falk, director of operations, San Jose (Calif.) Mercury and News.

On the manufacturers' panel were: Alfred L. Fenaughty, president and chief executive officer, Information International Inc.; Donald J. Kramer, president, Hastech Inc.; and Hank Bechard, chairman of the board, Autologic Inc.

From the publishers' point of view, and the vendors agreed, some of the current pagination terminals are too complex and need to be simplified.

Tully stressed the need, due to lifetime contracts with some composition personnel, for modular-type pagination systems so that newspapers can gradually make the switch.

Weegar expressed concern that there might be difficulties maintaining the work flow while training newsroom personnel on pagination equipment.

Bechard, speaking for the vendors, answered that the newsroom would continue to receive dummied pages from the advertising department, only the transmission and dummying would be done electronically.

Falk emphasized the need for a total pagination system, including graphics and text, that could produce a finished plate, costing about $1, within two to three minutes. In addition, he said the system should be priced so that the payback is within four years.

Kramer of Hastech said that with computer-to-plate systems, newspapers can realize savings—31 percent for advertising and 29 percent for the newsroom—in terms of improved product control, earlier deadlines, increased editorial control of the product, less overhead in typesetting and the camera room, and other material incidentals such as wax, gridsheets and X-acto blades and knives.

The critical factor in determining cost savings is not the newspaper's circulation but rather its total number of pages, he said.

Falk also raised the issue of digital-storage problems presented by pre-screened advertising.

He asked, "How do the vendors see the work flow from pre-screened art work being handled on a cost-feasible basis and within acceptable time frames?"

Fenaughty of Triple-I responded that the current state-of-the-art in pagination can deal with the storage problems presented by pre-screened ads. His company's experience with advertisers in other media has shown that they can and will provide ads in a form compatible with the pagination systems. "This permits much greater efficiency and use of equipment," he noted.

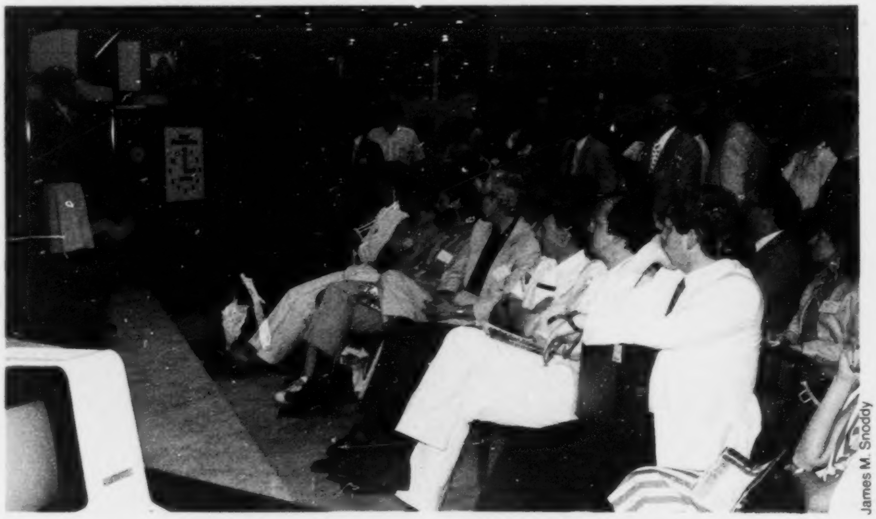
The newspaper panel expressed concern that existing front-end systems might not be compatible with current pagination systems, causing newspapers to have to purchase new front-end systems.

But the vendors maintained that this is a diminishing problem because of recent, closer cooperation among the computer and pagination systems manufacturers.

Concluding the CPU-to-plate discussion, panel moderator G. Michael Jones, director of information systems for Knight-Ridder Newspapers Inc., said that despite concerns over quality, speed and payback, and the effects on work flow and organization, for metropolitan dailies "the overriding message is clear—pagination has arrived."

The potential savings from pagination go beyond eliminating personnel and equipment, Jones said. The systems also allow for more flexibility in product localization.

"Granted there are problems," he said, "and computer-to-plate may not be all things to all people. But I have no doubt that . . . the remaining problems will soon be resolved." ☐



James M. Snoddy

Hastech was one of several companies demonstrating pagination systems.

Robots may have newspaper applications

Imagine a production employee who could:

- Lift 2,000 pounds with nary a grunt
- Work 24 hours a day, every day
- Follow instructions perfectly, and never let personal problems get in the way of work
- Be exempt from government regulations on employees.

Walter K. Weisel

This man or woman of steel is not a new biological strain but a robot—a machine in widespread use in Japan and fast becoming a fixture of American industry.

Experts are just beginning to analyze how robots could be used in newspaper production [presstime, June 1982, p. 6]. General Session speaker Walter K. Weisel, president of Prab Robots Inc. of Kalamazoo, Mich., said his firm recently made its first sale to a publisher, who will use the robot for palletizing bundles of paper at high speed.

Weisel, presenting an overview of the robot industry, said that in 1970 there were less than 1,000 of these machines with one or more "arms" performing human-like functions in the United States. By the end of this year, he said, there will be 11,000-12,000 in the country; by 1990, there will be 80,000-100,000.

The oldest and most frequent use of robots is in automotive spot welding, according to Weisel. But the range of uses is virtually unlimited because a computerized robot easily can "remember" 2,000-3,000 movements.

Once made only as stationary machines, robots now are also made to be mobile material handlers. They can be steered automatically by wires embedded in the floor or by microwave signals, Weisel said. Cost per unit ranges from $30,000 to $150,000, he said. ☐

Rockwell chief chides some U.S. industries for lagging competitively

The publishing industry is doing a good job in staying "technologically competitive." But other industries aren't, and newspapers should help spread the word.

That was the General Session pitch of Robert Anderson, head of Rockwell International, a major newspaper supplier, and co-chairman of a special task force that spent more than a year studying the problem of U.S. industrial competitiveness.

Although the United States is still the world's technological leader, Anderson said, the challenge is to maintain that preeminence and also to develop a strong position in emerging technology. Anderson said technology would profit from increased federal funding for basic research.

His task force was formed by the Business-Higher Education Forum when President Reagan asked for recommendations on how the United States could strengthen its competitive position. ☐

Conference notes

Tapes of sessions are for sale

Cassette tape recordings of Conference & Exposition sessions are available from Audio Recording Services Inc.

They cost $7.50 each and $84 for any 12 tapes, plus postage. The complete set contains 21 tapes.

To obtain an order blank, contact Audio Recording Services Inc., 5120 W. Charleston, Las Vegas, Nev. 89102; (702) 870-0947.

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Draw for 1984 booths sets record

For the first time, separate drawings were conducted for exhibitors desiring large booths (4,000 square feet or more) and for those with lesser space needs.

The dual drawings did what they were supposed to do: expedite the process by which more than 150 suppliers signed up for specific booths at the June 9-13, 1984, show in Atlanta.

The procedure took just three and a half hours, and the only hitch occurred when a large exhibitor took some additional small booth space to accommodate the planned exhibit of a 180-foot press. A couple of other large exhibitors did likewise, to the later concern of some smaller exhibitors. Eventually, though, manufacturers contracted for more than 226,000 square feet of space in the Georgia World Congress Center—a record advance sale—at prices $1 a square foot higher than in Las Vegas.

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ANPA's Harshad Matalia (right) assigns exhibit area chosen by representatives of Harris Graphics Corp. during the drawing for floor space next year in Atlanta.

A new word in our vocabulary

Conference & Exposition Director Peter P. Romano, who discovered the word when rummaging through his dictionary for the entries akin to "synergy," had been twitted in one trade magazine and by more than one newspaper hand for the choice of the Conference theme: "Synectics '83."

Romano posted at the entrance to Conference headquarters a sign containing this definition of synectics: "The free and unrestrained exchange of ideas among a group of people, used as a method of developing new ideas, solving problems and making discoveries." On the sign, someone scribbled "Greek."

Joseph M. Ungaro addresses the Tuesday General Session.

Conference speeches available

Single copies of the following ANPA Operations Management Conference & Exposition speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

Monday, June 13

Opening Session

- **Address of Welcome,** Earl Johnson, general manager, Las Vegas (Nev.) Review-Journal.
- **Address of ANPA Chairman and President William C. Marcil,** president and publisher, The Forum, Fargo, N.D.
- **The Importance of Quality,** John B. Lake, publisher and executive vice president, Times Publishing Co., St. Petersburg, Fla., and chairman, ANPA Research and Production Committee.
- **The Delta Family Feeling—Quality, Productivity and Service,** David C. Garrett Jr., president and chief executive officer, Delta Air Lines Inc., Atlanta.

Symposium, "People Power—Motivation, Utilization and Training"

- **Performance Appraisal as a Manager's Aid,** James D. Boswell, vice president/employee relations, Los Angeles Times.
- **Supervisory Training,** Giles E. Padel, director of training/newspaper operations, Harte-Hanks Communications Inc., San Antonio, Texas.
- **Training and the Trainer,** Robert J. Jendusa Jr., director/training and development, American-Statesman, Austin, Texas.

Symposium, "Press Conversions—Past, Present and Future"

- **Presentation by Symposium Chairman Raymond R. Dittrich,** vice president, News America Publishing Inc., New York, and vice chairman, ANPA Research and Development Committee.
- **Flexography—A Valuable Alternative,** Jerry S. DeHimer, director of production, Providence (R.I.) Journal and Bulletin. This speech is reprinted on p. 58.
- **Update on ANPAPRESS™ Retrofit,** John R. Rodney, production director, Easton (Pa.) Publishing Co.
- **ANPAPRESS Offset Retrofit,** George E. Botsko, production director, Burlington County Times, Willingboro, N.J.

Symposium, "The Three C's of Quality: Commitment, Competence and Communications"

- **The Quality Commitment: Experimentation and Liaison with Suppliers,** Michael Stern, production manager, Syracuse (N.Y.) Newspapers Inc.
- **Communications and Competence: The Human Factors Involved in Obtaining Quality,** William F. Sykes, vice president/general manager, News-Press Publishing Co. Inc., Santa Barbara, Calif.
- **The Newsroom's Contribution and Commitment to Quality,** George E. Sweers, director of news illustration, Times Publishing Co., St. Petersburg, Fla.

Symposium, "Energy and Space Management"

- **Energy Management and Incineration and Heat Recovery Systems,** Joseph Petzko, director of operations, Carlstadt, N.J., plant, The New York Times Co.
- **Co-generation: Presentation by Thomas W. Cooper,** production director, San Diego Union and Tribune.
- **Co-generation: Presentation by William Perry,** production engineering manager, Los Angeles Times.

Tuesday, June 14

General Session

- **Presentation by Session Chairman Joseph M. Ungaro,** vice president and executive editor, Westchester Rockland Newspapers, White Plains, N.Y., and vice chairman, ANPA Operations Management Conference & Exposition Arrangements Committee.
- **The Standardization of Newspaper Advertising,** Walter E. Mattson, president and chief operating officer, The New York Times Co.; chairman, Working Committee on Advertising Standards; and vice chairman, ANPA Research and Production Committee. This speech is reprinted on pp. 40-41.
- **Marketing Against Other Print,** Craig C. Standen, president, Newspaper Advertising Bureau, New York.
- **Marriage of Press/Packaging—Alternative Concepts: U.S. Experiences,** Richard E. Lewis, vice president/production, The Record, Hackensack, N.J.

Symposium, "Distribution Strategies"

- **Total Market Coverage Using Carriers,** John J. Knipper, head computer coordinator, Newsday, Long Island, N.Y.

Symposium, "Newsprint Management"

- **The Impact of Offset Printing on Newsprint Runnability,** Louis J. Franconeri, vice president/operations, Baltimore Sun.
- **Newsprint—Avenues of Opportunity,** Lloyd E. Foss, newsprint coordinator, Hearst Newspapers, New York.
- **S.W.A.T.S. (Save Waste At The Sentinel) Program,** Charles W. Carroll, production manager/press-distribution, The Orlando (Fla.) Sentinel.
- **Integrated System for Newsprint Management,** Edward E. Beckley, systems consultant, The Copley Press Inc., La Jolla, Calif.

Symposium, "Introducing the New Advertising Standards"

- **Advertising Manager's View,** Frank J. Savino, vice president/marketing, The Record, Hackensack, N.J.
- **Production View,** Stan Richmond, vice president systems and engineering/newspaper operations, Harte-Hanks Communications Inc., San Antonio, Texas.
- **Editor's View,** Drake Mabry, associate editor, The Des Moines (Iowa) Register.
- **Financial View,** Donald S. Maxwell, vice president/controller, Times Mirror Co., Los Angeles.

Symposium, "Telecommunications—A New Market For Newspapers"

- **Overview: This Year's "Big Stories,"** Jane Wilson, telecommunications industry specialist, ANPA, Reston, Va.
- **Low Cost Video Production,** Carolyn E. Fessler, electronic information services manager, The Dallas Morning News.
- **How to Enter the New Market: Cost Effective Strategies—Text and Video in a Single Service,** Julie M. Raynor, manager/videotex services, Newsday, Long Island, N.Y.
- **How to Enter the New Market: Cost Effective Strategies—Cabletext and Teletext Together,** Robert L. Anderson, editor/cable news service, The Courier-Journal and The Louisville (Ky.) Times.
- **How to Enter the New Market: Cost Effective Strategies—Videotex on a Shoestring,** Shaun Higgins, director/electronic publishing, The Spokesman-Review and Spokane (Wash.) Chronicle.

Wednesday, June 15

General Session

- **Technologies of the Future,** Robert Anderson, chairman of the board and chief executive officer, Rockwell International, Pittsburgh.

Testimony called 'critical' to defense

Media groups fight order that reporters testify

Ten media organizations including ANPA have filed a friend-of-the-court brief on behalf of five reporters who are appealing an order that they testify about the credibility of a witness in a criminal trial.

The case differs from past reporter-subpoena cases in that no confidential sources or information are directly involved.

The reporters, from The Tampa (Fla.) Tribune and two Tampa Bay-area television stations, were subpoenaed by defendants in an extortion and conspiracy trial who are trying to establish that the prosecution's key witness is not believable. The witness is a former Hillsborough County, Fla., commissioner whom the reporters covered.

Judge George C. Carr of the U.S. District Court in Tampa ordered the reporters to testify. He said information they are being asked to reveal is not confidential, adding that "the facts of this case are not such that it would seriously impair the rights which the First Amendment was designed to protect."

Carr considered only as a "guidepost" the three-part test established in other federal courts to determine when the reporter privilege may not apply: one, that the reporter has relevant information; two, that there is a compelling need for disclosure of the reporter's information; and three, that the information is not available from other sources.

"It must be remembered that the defendants are on trial for their liberty and that the information they seek is critical to their defense," the judge noted. "When this fact is balanced against the minimal burden that would be imposed on the reporters in this unique instance, the conclusion is inescapable" that the reporters must testify. He denied their motion to quash the subpoena.

The media organizations said Carr erred in not relying more heavily on the test. They also said whatever advantage there may be to the defendants' "trading on the public image of the journalist, it cannot outweigh the First Amendment harm which would result from this ploy.

"Indeed, the reputation for accuracy enjoyed by the five individual reporters in this case is in very large measure a result of their ability to remain neutral, objective and disinterested in the news events which they as professional journalists are dedicated to report, and not create."

They said that like the husband-wife, priest-penitent or attorney-client relationship, "the First Amendment privilege at issue here has been fashioned by the courts to protect social interests which transcend exigencies of the immediate cause."

The 11th Circuit granted the reporters—who were backed by their employers—expedited review of their case so that the issue may be resolved before they are called to the witness stand.

Besides ANPA, media organizations participating in the *amicus curiae* brief included the American Society of Newspaper Editors, the Reporters Committee for Freedom of the Press, the National Association of Broadcasters, the Society of Professional Journalists, Sigma Delta Chi, the Times Publishing Co. of St. Petersburg, Fla., the Radio-Television News Directors Association and other Florida press groups. ☐

Review denied in libel cases; FTC upheld in FOIA dispute

The U.S. Supreme Court refused to hear two libel cases and ruled in favor of secrecy in a Freedom of Information Act case.

The court also ruled on a major postal case in a manner that may be helpful to newspapers in future postal rate deliberations. (See story, p. 27.)

One of the libel cases the court declined to review was *Associated Press v. Bufalino.* The AP had argued that the plaintiff was a public figure and that it had not acted with actual malice in reporting on his activities.

The 2nd U.S. Circuit Court of Appeals said public-figure status was not applicable to the story in question because it did not explain how the plaintiff was a public figure. The appellate court also held that material may not be considered privileged when the media quote unnamed "officials" and do not rely on official records.

The libel suit, which now can go to trial, was filed by Pennsylvania Gov. Richard L. Thornburgh. He sued AP for a report that he had received a campaign contribution from an organized crime figure.

The other case in which certiorari was denied was *National Enquirer v. Supreme Court of California*, in which the Enquirer had protested on First Amendment grounds a California judge's order restricting what the publication could write about entertainers Shirley Jones and her husband Marty Ingels.

The judge said items about Jones and Ingels could appear only if the Enquirer proved to him that the material did not emanate from the discovery process of a libel suit the couple filed against the weekly tabloid.

That libel case is *Calder v. Jones*, for which the U.S. Supreme Court has agreed to hear a jurisdictional question. ANPA filed a friend-of-the-court brief on the jurisdictional question on behalf of an editor and a reporter of the Enquirer.

The FOIA case is *Federal Trade Commission v. Grolier Inc.*, in which the Supreme Court said the FOIA's exemption for materials relating to litigation may apply even if there is no litigation pending.

The U.S. Court of Appeals, District of Columbia Circuit, had held that the FTC had to release the papers because there was no litigation, hence the exemption did not apply.

Grolier Inc. had requested the materials to learn the reasons for an FTC investigation into Grolier's encyclopedia subsidiary, Americana Corp. That investigation resulted in a complaint against Americana sales techniques in 1976, but the complaint later was dropped.

Court briefs

The Daily Press Inc. of Newport News, Va., has appealed a court order that sharply **restricts its ability to deliver preprints** to nonsubscribers [presstime, June 1983, p. 13].

The limitation is part of a preliminary injunction that also forced the newspaper company to cease distribution of a free-circulation newspaper.

The newspaper company said the preprint restriction would cause it to lose substantial revenue from advertisers who want total- or target-market coverage.

In its brief filed with the 4th U.S. Circuit Court of Appeals, The Daily Press said the plaintiff in the antitrust case, Advantage Publications Inc. of Williamsburg, Va., had not claimed wrongdoing in connection with the preprint business. Therefore, it said, Judge Robert G. Doumar—who issued the injunction pending a trial—violated The Daily Press' 5th Amendment rights of due process. The company also argued that the order violated its First Amendment rights. (See related **essay,** p. 35.)

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Mobil Oil Corp. President William P. Tavoulareas has appealed a federal judge's decision to **overturn a libel decision** against The Washington Post [presstime, May 1983, p. 65].

In announcing his appeal to the U.S. Circuit Court of Appeals, District of Columbia Circuit, Tavoulareas said the law "must not accord one institution in our society the unrestrained power to so damage our leaders that it jeopardizes our society's ability to function."

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The Courier-News of Bridgewater, N.J., has asked a trial judge to overturn a jury's **$1.05-million libel verdict** against the newspaper.

The plaintiff, a former bank chairman whom the trial judge considered a private figure, sued the newspaper for running stories he claimed resulted in a loss of personal business. The Courier-News contends the plaintiff was a public figure and therefore must show actual malice.

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Robert M. McKinney, former owner of **The New Mexican of Santa Fe,** rejected terms of a court-approved plan for him to take back ownership of the evening newspaper from Gannett Co. Inc.

The plan was worked out by U.S. District Court Judge Santiago Campos—the same judge who had ruled that McKinney could take back the paper after McKinney sued Gannett for an alleged breach of a 1976 sales agreement [presstime, Feb. 1983, p. 13].

Campos entered his final order after McKinney—responding to a June 13 deadline to accept or reject Campos' plan—rejected the deal.

Sources said both sides are likely to appeal to the 10th U.S. Circuit Court of Appeals.

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United Press International has asked the U.S. District Court in Dallas to settle a **dispute** between it and The Dallas Morning News over terms of their contract.

The newspaper dropped the service in March in protest of what it said were lower rates paid by other newspapers in the area [presstime, April 1983, p. 52]. News Vice President and Editor Burl Osborne said the termination was permissible under the contract, which specified that the newspaper will not pay charges higher than those paid by any other paper in the Dallas-Forth Worth area.

UPI would not comment on specifics, but spokesman William K. Adler said the wire service believes the Morning News' contract does not permit early termination.

Press/trial book being reprinted

Another 15,000 copies of the 1982 revision of *Free Press and Fair Trial* will be published and made available through ANPA Foundation. The first 15,000-copy run of the book sold out due to heavy demand by educators, lawyers and journalists.

The book, first published by ANPA in 1967, traces the history of the First and Sixth Amendments [presstime, April 1982, p. 17]. The revision was a joint effort of ANPA, ANPA Foundation, the American Society of Newspaper Editors and Scripps-Howard Foundation.

Cost is $2 per copy for up to nine copies; $1.50 each for 10-49 copies; and $1 each for 50 or more copies.

For more information or to order, contact Ruth Finn at ANPA Foundation, The Newspaper Center, Reston, Va.

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The 9th U.S. Circuit Court of Appeals in Phoenix affirmed the right of a reporter for The Arizona Republic not to reveal the **identity of a confidential source**.

Reporter Jerry Seper used an unidentified Internal Revenue Service agent as a source for stories Seper wrote in 1978 about millionaire Kemper Marley Sr. in connection with his liquor business. Marley sued the IRS, claiming it released information related to an IRS investigation against him.

In connection with the suit, Marley requested that Seper reveal his source. Seper refused, and Marley asked that Seper be jailed until he did so.

Seper cited not only First Amendment protections but also Fifth Amendment protections against self-incrimination in testimony. It is a felony to publish knowingly and without authorization confidential tax-return information.

The appeals court made its decision based on Seper's Fifth Amendment argument. It bypassed his First Amendment claims.

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The Oklahoma Court of Criminal Appeals has **upheld trespassing fines** against reporters and photographers who entered a nuclear power plant construction site in June 1979 while covering an anti-nuclear demonstration. The nine journalists strayed from a designated press viewing area to follow demonstrators onto the Black Fox site [presstime, Feb. 1980, p. 19].

Judge David Allen Box of Rogers County, Okla., District Court fined each of the journalists $25 after presiding over their non-jury trial.

The demonstrators also had been charged with trespassing, but those charges were dropped after their trial ended in a hung jury. □

Things heat up in Congress on FOIA front

ANPA's Jackson (left) and Vice President/General Counsel W. Terry Maguire check newspaper clippings from across the country about freedom-of-information developments.

The Senate Judiciary Committee for the second year in a row has approved legislation to amend the Freedom of Information Act. Last year's bill was not considered by the full Senate.

The committee made no changes in the bill drafted by its Constitution Subcommittee before approving it unanimously June 14. Press organizations, including ANPA, had criticized the bill, S 774, when it was reported out of the subcommittee in May. The organizations said that although the bill contained some provisions that would improve the access law, other provisions would "excessively restrict the availability of information" [presstime, June 1983, p. 14].

ANPA Assistant Manager/Government Affairs Jacquelyn L. Jackson said the organizations hope their concerns can be addressed through amendments when the bill reaches the Senate floor.

The House has not started working on an FOIA bill. Rep. Glenn English (D-Okla.), chairman of the Government Information, Justice and Agriculture Subcommittee, has said his panel will not consider FOIA legislation until after the Senate passes a bill.

In other freedom-of-information matters:

- ANPA expressed "serious concerns" about another Senate FOIA bill, S 1324, which would provide a blanket exemption for "operational files" of the CIA. Testifying June 28 on behalf of ANPA before the Select Committee on Intelligence, Charles S. Rowe, editor and co-publisher of The Free Lance-Star in Fredericksburg, Va., said the primary concern was that courts would not be allowed to review the decision of the CIA director designating files as operational.

Rowe is chairman of the First Amendment/Freedom of Information Working Group of the ANPA Government Affairs Committee. S 1324, which is supported by the CIA, was introduced by the select committee's chairman, Barry Goldwater (R-Ariz.).

- Legislation to minimize the effect of President Reagan's 1982 order making it easier to classify government information was reintroduced May 18 by Sen. David F. Durenberger (R-Minn.) [presstime, June 1982, p. 11].

Under S 1335, two tests would have to be met before information requested under FOIA could be denied under the exemption for properly classified material: it would have to be information whose disclosure could reasonably be expected to cause "identifiable damage" to national security, and the agency denying access would have to balance the need for secrecy with the public interest in disclosure. These two tests were included in the executive order on classification implemented during the Carter administration, but they were removed by the current administration.

- The American Bar Association will hold a hearing July 29 on several recommendations for FOIA changes drafted by its Administrative Law Section. The recommendations were withdrawn from consideration by the ABA House of Delegates in February after the chairmen of the Joint ABA-ANPA Task Force complained that they had not been the subject of open discussions [presstime, March 1983, p. 12]. The hearing will be at the Atlanta Hilton The House of Delegates meets there Aug. 2-4 and presumably will act on the recommendations.

- The General Accounting Office, the investigatory arm of the Congress, has reported to House Subcommittee Chairman English that the Justice Department generally does not meet the statutory 10-day limit to respond to FOIA requests. "Decentralized records, the volume of requested material, the need to carefully review sensitive records and the resulting backlogs were the primary causes of delayed responses," GAO said. Of the six Justice Department divisions studied, only the FBI keeps records on response time. Its statistics indicated it took an average of 139 calendar days to process requests.

- Canada's first freedom-of-information law was scheduled to take effect July 1 [presstime, June 1983, p. 14]. Former Privacy Commissioner Inger Hansen was appointed information commissioner. Appointed to take her place overseeing the privacy provisions of the new access law was John Grace, former editor of the now-defunct Ottawa Journal. ☐

First state laws enacted on VDTs

Connecticut and Maine became in June the first states to have laws related to the use of video display terminals [presstime, May 1983, p. 31].

Concern over the safety of VDTs also has brought two other recent developments—a publicity campaign from a union-related association and a statement from a national foundation that challenges allegations of health hazards.

The Connecticut law provides for a study of VDT health effects to be conducted by the state's Academy of Science and Engineering together with some legislators and representatives from the State Department of Consumer Protection.

The study, to be completed by next Feb. 23, will address whether there are any eye problems associated with the use of VDTs; whether any visual or muscular-skeletal fatigue associated with the use of VDTs is unique to such equipment; and whether ionizing or non-ionizing radiation is emitted and how any such emissions compare with normal background radiation.

In Maine, the law authorizes the Bureau of Labor Standards to collect data and to promulgate rules on the use of VDTs that "are needed to provide minimal occupational safeguards for state and public employees." The law directs the bureau to determine whether the need exists for work breaks to minimize visual, muscular and stress problems; periodic vision testing of operators; maintenance programs and employee education on the proper use of terminals to ensure health and safety.

Other developments on the VDT safety front include:

- Establishment of a hot line for workers who have questions about the safety of the terminals by Boston-based "9 to 5," the National Association of Working Women. Janice C. Blood, director of public information, said the hot-line calls, averaging more than 100 a day, are not being categorized by industry but eventually will be.
- Affirmation of studies that have consistently shown no harmful effects from VDT radiation came in mid-June from the March of Dimes Birth Defects Foundation. It questioned allegations that radiation emissions from VDTs may be causing miscarriages or birth defects. ☐

But increase seen next year

Ruling on rates may aid papers

The U.S. Supreme Court unanimously affirmed a lower-court postal ruling that could work to the benefit of the newspaper business.

The court ruled June 22 that the independent Postal Rate Commission is free to determine not only pure cost considerations but also subjective, non-cost-related factors when setting rates.

Those subjective factors are listed in the 1970 Postal Reorganization Act. They include "the educational, cultural, scientific, and informational value to the recipient of mail matter"; the effect of rate increases on the public and other parties including enterprises "engaged in the delivery of mail matter other than letters"; and "such other factors as the (Postal Rate) Commission deems appropriate."

The U.S. Circuit Court of Appeals, District of Columbia Circuit, said those factors should be taken into account only after all costs are allocated to each class to the maximum extent possible in a three-step process.

But the 2nd U.S. Circuit Court of Appeals, in a separate case, later ruled the rate commission has wide discretion in applying the subjective items.

The Supreme Court broke the deadlock in favor of the 2nd Circuit, as ANPA and the National Newspaper Association had recommended in a friend-of-the-court brief [presstime, Sept. 1982, p. 9].

Pamela J. Riley, ANPA assistant general counsel, said the court's decision could give newspapers, with their high "informational value," an advantage in deliberations when postal rate-makers enter the often-gray areas of deciding new rates.

"The court said that the Postal Rate Commission need not sit there and squeeze out all possible costs in setting rates, but only those that are proven to be caused by a particular class of mail," Riley said.

Writing the court's opinion in *National Association of Greeting Card Publishers v. U.S. Postal Service*, Justice Harry A. Blackmun said Congress intended for the postal agencies to exercise "politically insulated discretion" in the setting of rates. While the rate commission still must assign costs as accurately as possible for each class of mail, it "is to assign remaining costs reasonably on the basis of the other eight factors" set forth in the 1970 act, Blackmun said.

Specific effects of the court's decision may not be known until the next rate case.

Postmaster General William F. Bolger told the Midwest National Postal Forum in Indianapolis June 13 that his organization will not need to implement new rates until sometime next year.

The USPS earlier had said it would need new rates by November 1983. But a $100-million budget surplus expected in the fiscal year ending Sept. 30, following an $800-million surplus last year, has allowed postponement, Bolger said.

However, because it can take 10 months or more to implement new rates after a case is started, some observers said the USPS Board of Governors may initiate a rate proceeding soon by asking the rate commission to recommend new price levels. ☐

Mailing of coupon packages begins

Advo-System Inc. and John Blair Marketing in June began their Network Mail program, in which coupon-advertising packages are mailed monthly to 40 million U.S. households.

The U.S. Postal Service said Advo scheduled eight Network Mail mailings for the rest of 1983.

Network Mail is taking advantage of relatively low third-class rates with its carrier-route, presorted mail [presstime, April 1983, p. 35].

Advo, based in Hartford, Conn., has become a major competitor of newspapers by mailing a coupon product similar to coupons in preprinted inserts.

Federal group proposes study on effects of newsprint inks

A panel of representatives of nine federal agencies is expected to evaluate this summer a proposal that black newsprint inks be studied to try to determine if any carcinogenic effects can be found.

The National Institute for Occupational Safety and Health nominated the inks for testing in the National Toxicology Program.

In addition, NIOSH plans to conduct a somewhat related study of newsprint inks under its own auspices beginning this fall.

NIOSH's proposal for National Toxicology Program testing will be reviewed by the federal-agency representatives comprising the NTP Chemical Evaluation Committee. A public comment period will follow. Then another review will be conducted, this time by the NTP Board of Scientific Counselors, a group of eight non-governmental scientists. Finally, probably sometime next year, the NTP Executive Committee will decide whether the study merits funding.

NIOSH proposes that NTP test samples of letterpress and offset inks by applying them, and their components, to the skin of laboratory mice.

In 1982, a joint NIOSH-National Cancer Institute group rejected the same proposal for NCI funding partly because the NIOSH project officer refused to first conduct in vitro studies (not involving living animals). An NCI spokeswoman confirmed that the proposal was disapproved for funding because recommendations for changes in the project were not addressed and because of "other questions about the technical merits of the study."

In NIOSH's own study, expected to begin in October, the polynuclear aromatic hydrocarbons in newsprint inks will be analyzed. These so-called PAHs are a class of organic compounds that, according to NIOSH, includes some known animal carcinogens and suspected human carcinogens. In the second part of that study, researchers will try to determine whether newspaper pressmen are exposed to PAHs, and, if so, at what levels.

A lawsuit currently is due to go to trial Sept. 6 in the Court of Common Pleas in Cuyahoga County, Ohio, alleging a link between newsprint inks and cancer [presstime, March 1983, p. 18]. A technical director for one of the defendant ink companies has said that none of the company's newprint inks are made using any compound appearing in the Occupational Safety and Health Administration's list of known carcinogens [presstime, Oct. 1981, p. 17]. □

Regulatory notes

Most of the actions taken by the Federal Communications Commission in January 1981 to **deregulate radio** have been upheld by a federal appeals court [presstime, Feb. 1981, p. 17].

The U.S. Court of Appeals, District of Columbia Circuit, May 10 upheld FCC decisions to eliminate guidelines limiting the amount of advertising stations could broadcast to 18 minutes an hour and to eliminate regulations requiring stations to survey the needs of their communities and to provide a minimum percentage of public-affairs programming. But the court asked the FCC to reconsider its decision to eliminate the rule requiring stations to maintain comprehensive programming logs.

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The FCC May 12 proposed more broadcast deregulation. Specificially, the commission opened a rulemaking proceeding on whether its **regulations on political editorials and personal attacks** should be repealed or modified.

The political editorial rule requires broadcasters who endorse candidates to notify opposing candidates, give them a script or tape of the editorial and offer an opportunity for a reply.

Similarly, the personal attack rule requires broadcasters to notify, provide a script or tape and an opportunity for response to a person or group whose "honesty, character, integrity or like personal qualities" are attacked during a "presentation of views on a controversial issue of public importance." □

Details provided on how to comply with noise rule

Newspapers with hearing-conservation programs should ensure they are in compliance with record-keeping requirements of the Occupational Safety and Health Administration, according to ANPA's assistant environmental coordinator.

Richard W. Neergaard said he has received about a dozen calls in the past several months from newspapers with record-keeping questions. Failure to comply with the OSHA regulations could lead to a citation and fines of up to $10,000, he said.

According to Neergaard, the following information must appear on the audiometric test record of each employee in the hearing-conservation program: employee's name and job description, date of the test, full name of the person who administered the test, date of the last calibration of the audiometer used to test the employee, and noise level to which the employee is exposed.

The employee's record also must contain the results of audiometric tests at the following frequencies: 500, 1,000, 2,000, 3,000, 4,000 and 6,000 hertz (cycles per second).

The newspaper also must have records of the following in its files: evaluations of the hearing protection offered to employees; background sound pressure levels present in the room in which the audiometric testing takes place; and noise monitoring done to determine which employees must be included in the hearing-conservation program.

Although the final version of the OSHA rule took effect April 7 [presstime, April 1983, p. 10], the record-keeping portion essentially has been unchanged since the rule was implemented originally on Aug. 22, 1981, Neergaard noted. For further information, contact Neergaard at The Newspaper Center, Reston, Va.

In a related development in the noise-control field, ANPA contributed to an OSHA study on the technical feasibility and cost effectiveness of engineering controls versus other methods of noise abatement. OSHA's workplace noise standard favors engineering controls. □

ABC Board decides to retain bulk sales rules

The Audit Bureau of Circulations has voted not to make any changes in how bulk sales are reported in ABC audit reports.

At its June meeting in Southampton, Bermuda, the ABC board of directors voted not to implement the change it tentatively had approved for discussion purposes in February—moving the reporting of some bulk sales from Paragraph 5 to Paragraph 1 in audit reports.

The ABC will continue to report bulk sales—sales of multiple copies at less-than-normal price to intermediaries such as hotels and restaurants who then give the papers away—as it has for half a century, in Paragraph 5.

The proposed rules change—to allow newspapers to report up to 5 percent of bulk sales with paid circulation—divided the newspaper business [presstime, June 1983, p. 23].

While some newspapers insisted the new rule would give them a useful marketing sales tool, others were adamant in opposition to the change. Delegations of publishers representing pro and con views on the change made presentations to the directors before the vote. The proposal also brought heavy objections from some advertisers, especially retailers, explained Charles O. Bennett, ABC vice president of communications.

In another issue, directors approved a change in rules concerning school newspaper subscriptions. The change, which Bennett described as a clarification of exisiting policy, prohibits counting as paid circulation newspapers that are purchased by an intermediary, such as a corporation, and given away to large numbers of students.

Some publishers have complained to the ABC that a corporation sponsoring a special program that is highlighted in a newspaper sometimes makes large newspaper purchases to promote the program among students. Such purchases, they said, should not be treated like newspaper-sponsored Newspaper in Education programs, whose student subscriptions, although sold at a bulk rate, are used as part of a school curriculum and counted as paid circulation.

The board gave the school-subscription rules change preliminary approval in February, eliciting some expressions of concern from publishers worried about their NIE programs. Bennett said that once the change was explained, however, those concerns faded, and the rules change was passed in June without incident.

The board also gave final approval to a change in the rules governing two or more newspapers sold in combination [presstime, May 1983, p. 49].

Under the new rules, in order to be counted as paid circulation, newspapers must give subscribers a choice of subscribing to any or all of the publications involved, and the newspapers being sold must belong to the ABC.

Additionally, the ABC board is considering several proposals, including one to include demographic information in its ZIP Code reports and another that would allow publishers to designate what the primary market areas of their newspapers are. The next board meeting will be Aug. 13-16. ☐

ICMA members vote down new name

A record turnout at the International Circulation Managers Association's June Sales Conference in Las Vegas decided they like their name as it is and rejected a proposal to become the International Newspaper Circulation Marketing Executives.

The ICMA board had suggested the name change to reflect more accurately the growing responsibilities of circulation management [presstime, Jan. 1983, p. 33]. The change required approval of three-quarters of the members present but failed to gain even a simple majority.

In addition to the record 942 attendees, ICMA reported record membership of 1,432 and a record number of exhibit booths, 63, at the conference.

Among the presentations built around the theme, "Back To Basics," was one by Circulation Director Michael R. Murray describing an innovative program for youth carrier safety devised by The Des Moines (Iowa) Register.

Under the program, which began in May, certain residences along each carrier's route are designated as HOPE—Homes Offering Protective Environment. In case of an emergency or dangerous situation, a carrier may seek shelter at those houses and call a special HOPE telephone line at the newspaper.

Carriers and their parents solicit subscribers requesting their participation in the program. The newspaper investigates those who agree to participate and maintains a record of who they are.

Although the Register had been considering some type of carrier safety program for some time, Murray said, the concept received added impetus last September, when a 12-year-old carrier disappeared while delivering the Sunday Des Moines Register [presstime, Dec. 1982, p. 46]. As of late June, no clues to the whereabouts of the carrier, John Gosch, had been found.

ICMA members elected a new president, Frank W. Arnold of The News and Observer and The Raleigh (N.C.) Times. Other officers elected were: first vice president, Jack Butcher, The Tampa (Fla.) Tribune; second vice president, Russell A. Barcroft, the Santa Barbara (Calif.) News-Press; and Richard J. Lakus, the Worcester (Mass.) Telegram and Evening Gazette. ☐

The Montana Standard
EXTRA EXTRA
WELCOMES A FUTURE READER

Believing it's never too early to start the daily newspaper habit, The Montana Standard in Butte is giving away shirts to newborns of old and new subscribers.

Connecticut papers take aim at phone company

A group of 11 Connecticut daily newspaper companies has asked the Connecticut Department of Business Regulation to investigate moves by Southern New England Telephone Co. toward the electronic publishing field.

If necessary, the publishers said, SNET should be barred from electronic publishing.

The publishers said they are concerned that SNET, which was not prohibited from entering the field under the 1982 AT&T antitrust consent decree as were Bell's 22 local operating companies and the new "national AT&T," will have an unfair advantage if allowed to operate an electronic-publishing service over its own lines.

It is the same argument ANPA advanced as its "Telecommunications Statement of Principle" when Congress was contemplating legislation for major telecommunications reform [presstime, March 1981, p. 21]. The Association held that AT&T should not be allowed to provide electronic publishing services over its own lines because of the potentially unfair business practices that could result when publishing competitors would seek to use those same lines.

That position, which became known also as the "diversity principle," in effect became law when Judge Harold H. Greene signed the consent decree containing key ANPA points [presstime, October 1982, p. 22].

"Because of its unique position as the public monopoly common carrier for all electronic publishing while itself being an electronic publisher, SNET as an electronic publisher could discriminate against independent competing electronic publishers in a number of ways, including fees, content, timing and other services," the Connecticut publishers said in a petition to the state regulatory agency.

They also said that the "public interest" is best served by prohibiting the phone company's entering electronic publishing until the market has developed to a point that SNET would not have a natural dominant market position. A similar provision holds for the local operating companies under the consent decree.

According to the publishers, SNET is "actively engaged" in developing an electronic publishing program of news, weather, sports, entertainment, general and classified ads, and other features.

The publishers also asked that a hearing be held on the issue.

Neither the Department of Business Regulation or SNET had responded to the newspapers' petition by late June. However, James B. Curtin, vice president and general counsel of the phone company, said in a December letter to the publishers' attorney, Milton Sorokin of Hartford, that SNET "is exploring avenues and resources which might be available" in electronic publishing.

"The only near term plan emerging involves possible electronic provision of SNET's business to business yellow page information," he said.

Curtin added that SNET does not plan to generate information for any kind of system. "We see ourselves rather as processors of information who will be looking to other companies as the actual information providers."

SNET is not bound by electronic-publishing restrictions of the AT&T consent decree because it is not wholly owned by AT&T. SNET News Manager Edward J. Fortes said 24 percent of the company is owned by AT&T and the rest by other, private parties. ☐

Cable action shifts to House after Senate bill's passage

Efforts to enact a bill clarifying regulatory authority over cable television have shifted to the House following overwhelming passage of a comprehensive cable bill in the Senate June 14.

After two days of hearings before the House Telecommunications, Consumer Protection and Finance Subcommittee, spokeswoman Roberta Weiner said in late June that a bill would be introduced "shortly." Additional hearings would occur after the bill's introduction.

Weiner said Subcommittee Chairman Timothy E. Wirth (D-Colo.) believes there should be cable legislation, but it "does not appear to be a priority issue among the members of the subcommittee, the full (Commerce) committee or the House generally."

Some of the major areas addressed in S 66, which passed the Senate on an 87-9 vote, are:

- Ownership—prohibits any state and local restrictions on ownership of cable systems because of ownership of another media property, including a newspaper (there currently is no federal bar against newspaper/cable cross-ownership); allows governments to acquire cable systems but prohibits them from controlling the content on the systems except on government access channels
- Access channels—allows cities to require system operators to set aside channels for public, educational and governmental programming, but does not mandate they do so
- Rate and service regulation—allows system operators to increase rates annually by an amount not to exceed the regional consumer price index; prohibits regulation or restriction of telecommunications services offered over cable systems except basic telephone service
- Franchise fees—limits franchise fees collected by cities to five percent of the cable system operator's gross revenues from the system
- Franchise renewal—requires cities to renew the franchise of cable system operators unless the operators have not substantially complied with franchise terms.

The bill also restricts the collection of information on cable subscribers. During consideration of the bill, statements made by Sens. Patrick J. Leahy (D-Vt.) and Ernest F. Hollings (D-S.C.) indicated that the limits on collection and dissemination of information on subscribers would not apply to third parties, such as newspapers, who might be only information providers on a cable system. ANPA, which had expressed concerns about the privacy protection aspects of the bill, was instrumental in arranging for these statements to be made.

Electronic publishers, meet the tax collectors

By Pamela Riley

Publishers who develop successful electronic information services to home and business subscribers can be assured of one thing: aggressive efforts by tax collectors to share in their revenues.

Thus far, few states have attempted to tax computer-based information services, largely because these services are so new. But if the experiences of computer software and computer time-sharing companies are indicative, taxation of electronic publishing is likely to spur extensive litigation and a body of complex, often inconsistent, regulations.

Often in "high tech" areas, laws lag behind the technology, and tax laws are no exception. The vast majority of state tax laws permit sales, use and personal property taxes to be imposed only upon *tangible* goods, and not *intangible* goods or services. The sale of information via computer—information that can be reduced to magnetic tapes or print-outs and reused or resold—does not fit easily into either category.

With sales tax rates as high as 7 percent in some states, and with rising property taxes in many, substantial sums of money will be affected by the outcome of the "tangibility" issue.

Several major cases involving taxation of computer software programs provide guidance on this threshold definitional question.

In *Commerce Union Bank v. Tidwell*, the Tennessee Supreme Court held for the taxpayer who argued that a software program on tapes and cards was intangible property exempt from the state's personal property taxes.

The state taxing authorities had argued that software was analagous to motion picture films that were being taxed as tangible property. The court disagreed, stating that while motion pictures do not exist independent of the film, software information can be stored in a computer, and its physical medium—tapes or cards—can be destroyed. A similar argument could be made for data bases.

Because of the problems created in trying to define computer-related services in terms of tangibility, some cases in the software area have established an "essence of the transaction" test. Following cases in several other states, a Texas court in *Bullock v. Statistical Tabulating Corp.* stressed that where the essence of the transaction is the purchase of information services—not the punch cards—then the transaction should not be subject to a sales tax.

Thus, for *state* tax purposes, electronic publishers may fare better on their tax bills by asserting that the essence of their business is the sale of knowledge—an intangible—rather than the sale of concrete data.

Such a position could disserve publishers for *federal* tax purposes, however. The federal investment tax credit, worth as much as 10 percent of cost, can be offset against taxes owed, but this is available only for tangible personal property.

Taxation of electronic publishing is likely to spur extensive litigation and a body of complex, often inconsistent, regulations.

In 1977, Texas Instruments Inc. argued in *Texas Instruments Inc. v. U.S.* that photographic data was inseparable from the magnetic tapes on which it was recorded. The 5th U.S. Circuit Court of Appeals agreed, allowing the company to use the tax credit against the cost of obtaining the data.

The use of communications facilities to deliver information will trigger other federal tax disputes.

For example, Internal Revenue Code Section 4251 assesses a 3-percent excise tax on local and toll telephone service. Many electronic publishers will use telephone lines to transmit information, but subscribers' bills may merge the telephone-line costs into the price of the whole service, making assessment of the tax difficult.

Other problems will be presented by the tax exemption for long distance telephone service made "in the collection of news for the public press . . . or in the dissemination of news through the public press." This law was drafted prior to the development of electronic publishing services, and it is likely to pose sticky First Amendment problems in distinguishing "news" from other information carried over telephone lines.

Tax decisions on such issues may depend upon how the electronic-publishing service is structured.

Some electronic publishers may sell total communications packages, including terminals, software programs and access to data bases, while others may simply sell the information. A "bundled" service may be treated as one product, with different tax consequences resulting for "unbundled" information.

Other factors that may influence how tax agencies classify computer-stored information include whether the information is updated continually or stored permanently, and whether a data base is created specifically for an individual subscriber or available on a mass basis.

One limit upon a state's power to tax electronic publishing is the commerce clause of the U.S. Constitution. It prohibits states from burdening interstate commerce.

Just as states have problems in taxing direct-mail advertising that originates out-of-state, a state may be prevented from taxing a transaction between a subscriber in one state and an electronic information provider in another.

These issues reflect a small sampling of the challenges that will confront electronic publishers and tax agencies as electronic publishing services become more prevalent and more lucrative. Additional questions about the applicability of manufacturing exemptions, depreciation eligibility, and advertising taxes, as well as charges of discriminatory treatment of one mass medium vis-a-vis others, will probably take years to untangle.

Publishers should be alert to such tax developments in governmental agencies and the courts and should be prepared to structure their services accordingly.

Riley is ANPA assistant general counsel.

FIEJ warns of economic threats to newspapers' independence

Echoing concerns expressed earlier this year by members of the Inter American Press Association, publishers attending the 36th annual FIEJ Congress endorsed several resolutions aimed at protecting the economic base of independent newspapers [presstime, April 1983, p. 32]. FIEJ is the abbreviation for the French name for the International Federation of Newspaper Publishers.

The first resolution called on democratic governments to prevent "all general or specific measures" that threaten either the political freedom of publishers or the economic independence of newspapers.

In connection with that, FIEJ noted that in some countries, public broadcasting authorities compete with private newspaper companies for advertising, and "via the allocation of official advertising, they exert pressure on, or exact reprisals against, the newspaper press."

Other economics-related resolutions applauded UNESCO's "encouragement for lower postal and telecommunications rates," urged all national postal administrations to adopt "the lowest possible rates for the international exchange of newspapers," and requested the Universal Postal Union to consider this issue during its 1984 Congress.

The approximately 400 attendees, including executives from some two dozen U.S. newspapers, also heard a detailed discussion of threats to freedom of commercial communications. Patricia Mann, vice president of J. Walter Thompson Ltd. of Britain, traced the history of Western governments' attempts to regulate advertising. She warned about current "pressures to limit the freedom of commercial expression, particularly advertising, on unjustified and emotional grounds rather than for logical, considered and well-documented reasons."

Proposals for limiting or regulating advertising have come from the UNESCO-sponsored MacBride Commission Report, the Council of Europe's Legal Affairs Committee, consumer groups, temperance societies, anti-smoking activists and political organizations. Mann urged advertising and media groups to continue to promote self-regulation and to publicize the positive benefits of responsible advertising.

Also endorsed at the May meeting in London were resolutions:

- Supporting the use of newspapers in school education programs and participation in International Newspaper in Education Week, March 5-9, 1984
- Stressing the importance of FIEJ's Press Development Cooperation Committee's training program for journalists in developing countries
- Calling for UNESCO, FIEJ-member associations and the newspaper business to accelerate the development and promotion of kenaf and other newsprint source alternatives
- Requesting government authorities to respect the rights and safety of reporters covering civil disturbances and to refrain from police searches of newspaper offices and from threatening to detain journalists
- Expressing "grave concern" about threats to the personal safety of the staff of La Prensa of Managua, Nicaragua, and calling on the Sandinista government to stop censoring the press there. □

IPI examines clash between governments, free press

Governmental threats to a free press, including UNESCO's proposed "right to communicate," were the focus of debate at the recent meeting in Amsterdam of the International Press Institute.

In his first appearance before the IPI, Gerard Bolla, assistant director-general responsible for communication at UNESCO, said the "right to communicate" concept "is new in the sense that its content has not yet been fully defined and since it has not yet been formally established in national legislations or in any international instrument."

Nevertheless, over the next five years, UNESCO, in cooperation with other interested groups, plans to continue studying "the philosophical and legal foundations on which the 'right to communicate' might rest," Bolla said.

Agreeing that currently the concept is "very vague," Dana Bullen, executive director of the World Press Freedom Committee, told the gathering of 300 journalists from more than 30 countries that in the many discussions of a "right to communicate," there were some proposals to grant the right to governments and organizations and other suggestions that media might be required to carry such communications.

"We have seen instances in which very good-sounding concepts—protection of journalists, for example, or practical steps to improve communication—have given rise to specific proposals to regulate, not protect, journalists and to practical steps to improve the communications abilities of governments and no one else," Bullen said.

In addition to the UNESCO discussion, IPI passed resolutions protesting government restrictions on the press and journalists in Kenya, Argentina, Brazil, Uruguay, Morocco, Nicaragua, South Africa and Turkey.

Delegates heard a number of presentations from around the globe on telecommunications and the implications for the press of new electronic forms of communication.

Citing the flexibility and cost-effectiveness of the Associated Press domestic satellite system, AP President and General Manager Keith Fuller urged European journalists to set up regional consortiums to expand media use of satellite communications.

"I do not for a moment minimize the enormity of your task in Europe," Fuller said. "Your frequent borders, the diversity of your regulatory agencies will require the best in you to untangle the web of conflicting interests.

"But believe me, once achieved, the effort will reward you handsomely," Fuller said. "Properly situated satellites can provide a garden of information in the most remote deserts of the world."

The institute also noted that an independent commission of journalists and writers had investigated the killing of eight Peruvian reporters early this year and concluded that they were, as the government of Peru had reported, killed by peasants who mistook them for terrorists. □

presstime

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- — TLAG protests plan to repeal 1981 law lowering estate tax, June, p. 14

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- — Contract deliverers may be affected by new federal tax law, Feb., p. 12
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- — Press assesses newsprint tax victory, May, p. 29
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- — Viewtron sets commercial service ad rates, March, p. 21
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- Two companies announce agreements with equipment manufacturers for production of teletext terminals, March, p. 22
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- FCC takes actions on fairness doctrine and broadcast teletext service, May, p. 33
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- Justice Department asks court review of cellular radio rules be dropped, March, p. 22
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- ANPA opportunities task force outlines goals, March, p. 22
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- Madison Newspapers to begin call-in information test service, April, p. 15
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- Telcommunications panel suggests ANPA address privacy safeguards, April, p. 17
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- Association considers joining battle over boxcar deregulation, June, p. 33
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- Brotherhood of Locomotive Engineers' strike averted, March, p. 22
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- FIEJ Management and Marketing Symposium set for October, May, p. 32

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- Costa Rica court rules that requiring reporters to belong to collegium of journalists infringes on freedom of the press, Feb., p. 20
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- Poland expels U.S. correspondent, Feb., p. 20
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- Kansas daily aids Uruguayan editor, April, p. 18
- IAPA says recession sharpens pressures on Latin American newspapers, May, p. 32
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- India shelves proposed press restrictions, May, p. 32
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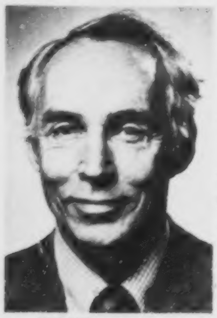
- World Media Report to be published, May, p. 32
- AP-Dow Jones correspondent to be tried in South Africa, June, p. 17
- South African newspaperman sentenced to jail for possessing banned book, June, p. 17
- New York Times correspondent refused entry to Czechoslovakia, June, p. 17

World press notes

Two American journalists were **killed in Honduras** June 21 when a rocket-launched grenade fired from Nicaragua crossed the Honduran border and hit the car they were traveling in, according to U.S. and Honduran government officials.


Dial Torgerson

Nicaragua has denied responsibility for the deaths, saying "at no time has there been an attack against Honduras."

Dial Torgerson, 55, Mexico bureau chief for the Los Angeles Times, and Richard Cross, 33, a free-lance photographer on assignment for U.S. News and World Report, died in the attack, which occurred less than two miles from the Nicaraguan border.

• • •

Overturning a lower court ruling, the Supreme Court of Costa Rica in June sentenced an American newsman to a three-month suspended jail term for **practicing journalism illegally.**

Stephen Schmidt had been acquitted of the charge earlier this year when a Costa Rican appeals court ruled the law under which he was sentenced infringed on freedom of the press [presstime, Feb. 1983, p. 20]. Schmidt may appeal the decision to the Inter-American Human Rights Commission and the Inter-American Court of Human Rights, both of which are parts of the Organization of American States.

• • •

United Nations Secretary General Javier Perez de Cuellar recently assured a delegation of newspaper publishers and broadcasters that he **supports a free press,** but he urged Western media to show more sensitivity to the problems of the Third World.

Perez de Cuellar met in June with 10 free-press representatives, including World Press Freedom Committee President Harold W. Andersen, president of the Omaha (Neb.) World-Herald Co., and Katharine Graham, chairman of The Washington Post Co. ☐

Archibald M. Bruce (right), director of quality assurance for Abitibi-Price Sales Corp., describes his company's pressroom data management system at the ANPA Traffic Committee meeting. Committee Chairman Wilson (center) and ANPA Manager/Newsprint and Traffic Joseph F. Prendergast Jr. listen.

ANPA backs deregulation challenge

ANPA June 1 asked the U.S. Court of Appeals, District of Columbia Circuit, for permission to intervene in support of the American Paper Institute's lawsuit challenging the Interstate Commerce Commission's decision to deregulate most railroad boxcar traffic.

At its June 13 meeting in Las Vegas, the ANPA Traffic Committee voted 7-2 in favor of continued ANPA opposition to the deregulation decision [presstime, June 1983, p. 33].

The two members voting against the action were Earl Crompton, director of controls and costs for The Philadelphia Inquirer and Philadelphia Daily News, who said that railroad deregulation implemented thus far has improved bottom-line costs at his newspapers; and John T. Williams, president and publisher of The Eagle in Bryan, Texas, who said he had "some philosophical reservations" about supporting regulation.

The Committee also received a briefing on S 48, a bill introduced by Sen. Bob Packwood (R-Ore.), chairman of the Senate Commerce, Science and Transportation Committee, to replace the ICC and other transportation regulatory agencies with a single, independent agency.

Traffic Committee Chairman Hilton J. Wilson, director of forest products operations for The New York Times Co., said the U.S. Department of Transportation favors eliminating the ICC and assuming its remaining regulatory functions. Legislation along these lines is expected to be filed later this year, he said.

The Committee also discussed the June 1 announcement by the U.S. Railway Association that it has determined that Conrail "will be a profitable carrier" without federal funding. This means that the secretary of transportation must continue to try to sell the railroad as a single entity. Conrail faces a second profitability test at the end of October. ☐

Some freight rates rise

Effective July 1, U.S. and Canadian railroads increased newsprint freight rates 5 percent from central and eastern Canada to U.S. destinations east of the Rocky Mountains.

Railroads are making selective rate adjustments because under the Staggers Rail Act of 1980, general rate increases must be halted by next year. ☐

Earl Caldwell

His trail after the trial led to columnist career

By Margaret Genovese
presstime staff writer

Earl Caldwell would do it all over again, even though some of the lessons he learned through his ordeal in the early '70s were dispiriting.

That ordeal made Caldwell's name, if not a household word, at least one still widely recognized by a newspaper business that probably has largely forgotten the details of his time as a cause celebre for newspapers.

Earl Caldwell

The facts: In 1970, Caldwell, then a West Coast-based reporter for The New York Times, was subpoenaed to testify before a federal grand jury in San Francisco investigating the Black Panther Party, a militant group he had covered extensively. He refused to appear, was cited for contempt and successfully appealed to the 9th U.S. Circuit Court of Appeals. The Justice Department took the matter to the U.S. Supreme Court. *United States v. Earl Caldwell* became one of three cases considered jointly by the court that resulted, on June 29, 1972, in a 5-4 decision holding that the First Amendment does not provide journalists with the privilege to refuse testimony before grand juries.

The follow-up: Today, Caldwell, 44, is a columnist at the Daily News in New York.

At the time the case was unfolding, he remembers asking himself, "Why me?" Looking back at the experience, he now says: "I'm glad that it happened to me because it taught me a lot. There were many things that I would never have believed or understood if it hadn't happened to me."

For one thing, it taught him that the press was not as powerful as he had thought. Before trying to compel his cooperation, the government attempted to get Caldwell to volunteer information about the Black Panthers.

"When the editors of The New York Times found that the Justice Department and the FBI were calling up one of their reporters and were demanding that their reporter have secret meetings, I thought the paper was so powerful that it would call up the attorney general and say 'Lay off,' and that would be the end of it," Caldwell recalls.

But the Nixon Justice Department had no intention of knuckling under. "When they (Times officials) expressed their outrage, it didn't mean anything," says Caldwell. "I was very stunned."

Ironically, by the time the government won its case against Caldwell, it no longer wanted his testimony. The grand jury had disbanded, the Black Panther Party was only a "shell" of its former self, and most of the members he had known had either "slipped out of the country, or were in jail or were in graveyards."

Caldwell stayed with the Times until 1974, then took to the mountains of northern California to write a book. It was autobiographical: the story of how one of the few blacks reared in a small town in the Pennsylvania mountains came to cover the major Civil Rights stories of the 1960s for a large metropolitan newspaper.

Unfortunately for Caldwell, the events about which he was writing receded from the headlines before he could get a contract on the book. It has never been published.

When he ran out of money three years after starting the book, Caldwell returned to newspapering. During a brief stint as writer-in-residence at The Washington Star in 1977, he discovered he liked being a columnist. He joined the Daily News in 1979.

Although he writes primarily about New York City life, he has taken his thrice-weekly column to such places as Africa, to write about the evolution of Rhodesia into Zimbabwe, and to Atlanta, to write about the child murders there.

Caldwell got into the newspaper business by chance. A business student at the University of Buffalo, he planned to enter the insurance business. While a student, he applied for a summer job selling insurance, and the company wanted to send him "somewhere in the Deep South." Caldwell, who had never been to the region and says he "had a fear" of it, took another summer job instead—in the sports department of his hometown newspaper, The Progress, in Clearfield, Pa. He credits former editor George A. Scott with turning him into a newspaperman. "With this guy you could go as far as your talent would take you."

His talent was to take him to the Intelligencer Journal in Lancaster, Pa., the Democrat and Chronicle in Rochester, N.Y., the New York Herald Tribune and then, in 1967, to the Times.

Former Times National Editor Eugene L. Roberts, now of The Philadelphia Inquirer, says that besides being a talented writer, "Earl is the kind of guy who can fly into a town and within an hour he knows 20 people. And if he walks into a bar, he soon knows everyone in the bar, which can get a little expensive if you are his editor because he has a tendency to pick up the check."

Roberts remembers that this Caldwell trait paid off during their coverage of riots in Detroit when he managed to talk the police into putting him into jail with the rioters so that he could tell their story.

Although there have been "a lot of serious, heavy things along the way," Caldwell says his career has been a "very enjoyable, fun trip." Friends would say that is because he made it that way.

Robert C. Maynard, editor and publisher of The Tribune in Oakland, Calif., says Caldwell's "wonderful sense of humor" helped lighten some tense moments for the two of them when, as young black reporters, they were traveling in the Deep South. "He managed to make what was in those days one of the most hazardous and arduous assignments funny and easy to deal with." Maynard has a daily reminder of his friend: He named his youngest child after him.

Caldwell, a bachelor, also has worked in broadcasting, writing a series of documentaries on New York communities for public television, and recently began serving as a regular commentator on "Spectrum," a program on the CBS Radio Network. ☐

Lawsuits should not block healthy competition

(Editor's note: Vigorous competitive activity by newspapers is permissible and desirable despite threats raised by occasional court rulings like the recent one involving the daily newspapers in Newport News, Va. In that case, a U.S. District Court judge ruled the dailies must halt distribution of a shopper publication because of anti-competitive practices. The papers have appealed part of the judge's order. Presstime *asked Christopher M. Little, publisher and president of The Herald in Everett, Wash., to address the changing nature of competition in the newspaper business and newspapers' rights and obligations in that arena.)*

By Christopher M. Little

Newspaper publishers and their competitors are in the midst of dramatic changes in the types of services available to and desired by advertisers. The question for each publisher is whether he merely will long for the days when the advertising marketplace changed less rapidly, or whether he will do what the American economic and legal systems encourage—respond to the new forces to meet competition and provide a wider variety of services to his advertising customers.

Providing new services does not mean a change in a newspaper's foundation—the daily paper paid for by subscribers. The value of paid circulation has not diminished.

But changes in technology and marketing raise new opportunities and new competition for newspapers that in some cases can be met only by adding a system or systems that help advertisers reach nonsubscribers. We can and must continue to increase paid daily circulation. But we must deal with nonsubscribers as current consumers, not just as potential subscribers.

We face competitors who are using new computer applications, low rates from the U.S. Postal Service, target marketing, the myth of total penetration by mail, and freedom from the great cost of producing a complete daily newspaper. We have the right and the obligation to respond to that competition so long as we stay within the bounds of business ethics and the law.

The possibilities open to us are exciting rather than just threatening. The newspaper industry has shown that it can adapt rapidly to new applications of computer science. We have an opportunity to use computer systems to reach nonsubscribers in many ways and with many different messages. Those messages can be the messages of our advertisers, they can be our messages urging nonsubscribers to become subscribers, and they can be messages of news and information.

The newspaper industry has also shown that it knows how to run complex distribution services. We have one of the last mass-consumer products that is home-delivered, and, by and large, we do that well. Distribution to nonsubscribers is not a deep mystery, as many newspapers are demonstrating.

Newspapers have shown, too, that they understand and can respond to advertisers' increasing interest in target-marketing. Many newspapers are moving ahead with creative new ways to reach nonsubscribers. For example, more and more newspapers are developing programs to reach by mail the nonsubscribing credit-card holders of specific advertisers. Many of these programs are difficult, but the effort is worthwhile.

None of this is news to those of us in the industry. But it is a reminder that the industry is continuing to do what it is expected to do in a legal and economic system that encourages competition. It is adjusting to changing competitive circumstances and improving its services to its advertising customers.

That is not to say that competitive adjustments need not be carefully thought through. Competitive responses and initiatives by publishers must reflect an ongoing concern with what the law allows and doesn't allow. The law encourages competition, but it punishes certain actions aimed at stifling competitors. That may seem like a vague distinction. But we have many cases and guidelines to give us specific directions on how to compete without running afoul of the law.

My concern is that newspapers will be deterred from taking appropriate actions because of publicity about unfounded suits against dailies, well-founded suits against the occasional newspaper that has not carefully enough planned and carried out its competitive strategy to stay within the law, or the occasional lower-court decision that is out of the mainstream of modern antitrust law. What is called for is not timidity but an informed caution that values continuing legal review of new ventures.

As we so often remind ourselves, much of the fascination of the newspaper business is the close interrelationship of many diverse interests and functions—newsgathering, sales, distribution, printing, editorializing and all the other parts of an active business that also must serve its community in a unique way. The news-providing function we value so highly depends to a large extent on our ability to adapt to changing times and conditions.

The law not only allows but encourages appropriate competitive adaptation. □

Spring '83
JOB
MARKET
A Capital Guide to Job Opportunities and Career Planning
Care for Your Car
Your Logo Here
Care for Your Car
WHY DIDN'T I CHECK IT OUT BEFORE WE LEFT?
CAR CARE GUIDE
DON'T LET CAR TROUBLE
OIL YOUR SUMMER DRIVING.
1983 GUIDE
TAX PREPARATION...
Loaded with tax tips plus information on dozens of free IRS publications
• SPECIAL BENEFITS FOR OLDER AMERICANS
• TAX ADVICE FOR ITEMIZING DEDUCTIONS
• HOW NEW TAX LAWS WILL AFFECT YOU
• TWO EARNER DEDUCTION
• TAX BREAKS THRU INCOME AVERAGING
• TIPS FOR TACKLING YOUR RETURN
UP TO DATE INFORMATION FOR YOUR 1982 RETURN

Array of vendors feeds appetite for 'advertorials'

By Elise Burroughs
presstime staff writer

With regular run-of-paper ad linage sagging at many daily newspapers, advertising departments are turning more than ever to special advertising sections, or "advertorials," built around specific themes such as photography or fitness and health.

But preparation of the editorial copy is not a task news departments generally embrace.

"News people don't like to do things for the advertising side," especially for something that typically is labeled an "advertising supplement," says Bill G. Starks, executive vice president of the Free Press Newspaper Group in Carpentersville, Ill. Thus, newspapers are relying more on companies that provide packages of thematic stories and photos to wrap around the ads.

The materials are usually in camera- or scanner-ready form. If the camera-ready copy is incompatible with a newspaper's tabloid or broadsheet format, it can be enlarged or reduced photographically, or reset. Stories can be edited, cut or combined.

The "advertorial" packages vary considerably both in cost and quality, and they lack the local focus that is highly valued by some advertisers. But in many cases, the subject of a special section is one that can be addressed by general, informational pieces. "I don't want it local, I want it thorough," says Roy W. Adams, editor of special sections for The Plain Dealer of Cleveland.

Some advertisers make provisions for annual (back-to-school) or semiannual (car care) special sections in their ad budgets. More commonly, newspaper sales people use special sections as lures for extra linage or for advertising from sources that do not usually use the newspaper.

"The retailer response has been generally very favorable to newspapers' special sections," notes Andrew Shapiro, executive vice president of Metro Associated Services Inc., one of the leading suppliers of special-section editorial packages. Unlike preprinted, all-advertising inserts, advertorials create "the type of reader interest that gets people back into the newspaper on a daily basis," he says.

Freebies. Many newspapers receive supplement packages free from the companies that sell them advertising art and services.

Shapiro's New York City-based firm provides 16 editorial packages on subjects like fashion, home improvement, interior design, various holidays and "Today's Baby."

Produced by Metro's staff, the stories and accompanying art are sufficient to fill from a dozen to two dozen tabloid-size pages. This means that once advertising is added in the proportion, for instance, of 70 percent advertising/30 percent editorial, a newspaper could produce a section of from 40 to 80 pages.

Information comes from manufacturers' press releases, trade associations, trade shows and similar sources. While some deal with specific products, others are generic in nature, explains Metro Vice President of Sales Pat P. Anwyl. Most of Metro's 1,600 daily newspaper and 2,400 nondaily subscribers use some of the editorial materials, Anwyl says.

Also from New York City, the North American Precis Syndicate Inc. offers packages of news releases, feature stories and generic articles tailored to specific topics requested by newspapers.

Some of the articles mention commercial names while others do not. The company, which distributes press releases for hundreds of corporations, has a staff of five editors, a home economist and other technical experts who check releases and rewrite them when necessary. Newspapers also may edit the stories.

Another advertising service that supplies free editorial material and related photos is SCW Inc. of Chatsworth, Calif. SCW, which has 2,600 daily and weekly newspaper clients, produces one supplement per month, each with a different theme. Newspapers may use the supplements, which include 14 to 30 tabloid pages of stories and photographs, at any time.

A well-known source of free automotive-supplement material is Champion Spark Plug Co. Semiannually for the past 15 years, Champion has produced 10 to 12 tabloid pages of material on car care.

In 1982, the Champion editorial package was used by hundreds of newspapers—including some of the leading dailies in the country—to produce 78 million supplements, according to Harry Young, a Marion, Ind., advertising consultant to Champion who coordinates production of the car-care supplement.

Last year, Champion supplements generated an estimated $15 million in revenue for newspapers, Young says. The editorial copy, designed to be helpful in maintaining cars, is written by staff members of a public relations firm and based mainly on material from automobile trade associations and other groups related to the automotive business.

"We try to produce good, generic editorial material, not puff pieces," explains Editor George O. Braatz.

Newspapers carrying the supplement also may qualify for ads from Champion and other national automotive products companies.

Steven J. Van Osten, vice president of retail sales development for the Newspaper Advertising Bureau, notes that many trade associations, such as the National Home Improvement Council of Pittsburgh, Pa., also produce free packages of editorial material designed for use in special sections.

And one other free source of "advertorial" material is, surprisingly enough, the United States government.

For example, early this year Starks of the Free Press Newspaper Group sold local advertisers on a supplement containing ads suggesting how consumers should spend their tax returns. The editorial copy, provided free and camera-ready by the Internal Revenue Service, filled a 32-page "1983 Guide To Tax Preparation."

Starks reports that the supplement not only pleased advertisers and provided authoritative information to readers, it also won a third-place award for the Crystal Lake (Ill.) Morning Herald in the Suburban Newspapers of America competition for Best Special General Interest Promotion Section.

Roy W. Adams

Joyce Lain Kennedy

Other sources. For newspapers that may be skittish about using articles from "freebie" sources, there are places that sell editorial packages for advertising supplements.

For example, Copley News Service of San Diego produces about 20 editorial supplements each year.

Each package includes 25 feature stories, and about half of those have accompanying art or photos. They may be received camera-ready, scanner-ready, or over Associated Press or United Press International wires.

"Our stories are consumer-oriented rather than product-oriented," explains Sales Manager Faye D. Hunter. The most popular supplements, such as back-to-school, are used by 200 to 500 newspapers of all sizes per year, she says.

The editorial packages cost $60-$150, depending on the circulation of the newspaper requesting them, and the average supplement generates $5,000 to $10,000 in ad revenue, Hunter says.

Stories are written by regular news and feature writers of the news service or of Copley newspapers. Topics vary somewhat from year to year, depending on shifts in interest. After several years when there was little interest in wedding-oriented sections, demand for them has begun rising, according to Hunter.

With the economy finally rebounding, another area of current, intense interest is employment and career opportunities. Publishers who want to heed demands by recruitment advertisers for high-quality employment supplements [presstime, May 1982, p. 17] can use a supplement provided by Copley or other independent suppliers.

Since 1979, Joyce Lain Kennedy, a columnist whose thrice-weekly careers column is carried in 126 daily newspapers, also has edited annual or semiannual career supplements marketed by Sun Features Inc. of Rockville, Md.

The supplement, priced at $800-$2,400, depending on a newspaper's circulation, is considered "somewhat expensive" by some.

However, Kennedy says, her supplement typically generates $50,000 in advertising revenue. She recruits well-known authorities, such as astronomer Carl Sagan, to write about future employment opportunities in specific fields. Kennedy's supplements are usually carried by about 20 dailies, including some of the nation's largest.

A new entry in the career-supplement field is Vicki Satern of Employment Perspectives Inc. in Silver Spring, Md. Satern has edited four semiannual career supplements for The Washington Post and is preparing a fifth for this fall.

Ira S. Gordon, product manager-recruitment advertising for the Newspaper Advertising Bureau, notes that the most recent Post job market supplement totaled 64 pages, with almost 80 percent of it advertising matter. ☐

FTC opens drive on home-financing ads

The Federal Trade Commission is embarking on a nationwide project to bring newspaper advertising of credit terms on new homes into compliance with the federal Truth in Lending Act.

Announced in late June, the campaign is directed toward builders who place the ads. Where appropriate, the FTC will send them letters explaining why ads are not in compliance and what changes are required to bring them into compliance. The agency will enclose copies of the booklet, "Advertising Consumer Credit and Lease Terms" [presstime, July 1980, p. 38].

The FTC tested the voluntary, letter-writing approach—rather than suing the builders—in 16 major markets earlier this year. This led to an improvement in the rate of compliance from an average of 13 percent to 84 percent. ☐

Examiner opposes Advo trademark for 'marriage mail'

A U.S. Patent and Trademark Office hearing examiner who had recommended approval of Advo-System Inc.'s trademark application for the words "marriage mail" has changed her mind and recommended against Advo's exclusive use of the term.

In her new view on the matter, Examiner Avis Frazier said the words "marriage mail" constitute a "term of art in the newspaper industry."

ANPA had planned to oppose Frazier's initial position in favor of the trademark [presstime, June 1983, p. 22].

In recommending against Advo's request, the only explanation Frazier gave was that the term "marriage mail" appeared in a Feb. 13 United Press International story on an antitrust suit against a direct-mail subsidiary of the Omaha (Neb.) World-Herald Co. In that story, Frazier said in her written explanation issued in early May, "it is clearly indicated that the term, marriage mail is term of art in the newspaper industry for the concept of putting together advertising circulars."

Pending at the Patent and Trademark Office is a motion by ANPA to rescind Advo's trademark on the letters "TMC," meaning total market coverage. ☐

Deadline nears for ordering imprinted NAB Planbook

Newspapers wishing to order copies of the 1984 Newspaper Advertising Bureau Planbook with imprinted newspaper logos must order by Aug. 1.

Imprinting costs 80 cents per copy, with a minimum order of 50 books, plus a $55 charge for creating a die for newspapers that have not ordered imprinted books in the past.

Sample planbooks, which contain calendar pages listing major selling days, will be mailed to NAB members in the fall. The 1984 edition will cover November 1983 to January 1985 and will include tables on the money spent annually on men's and women's apparel.

For more information, contact Steve Van Osten, NAB, 485 Lexington Ave., New York, N.Y. 10017; (212) 557-1800. ☐

Coupon 'sting' results awaited after magazine breaks story

A group of newspaper advertisers, law enforcement officials from Illinois and New York, and a trade association—the American Society for Industrial Security—in late June were evaluating how many fraudulent coupon-redeemers swallowed the bait of a newspaper coupon for a product that does not exist.

The coupons, worth 50 cents toward the purchase of nonexistent "Essent shampoo," were carried in at least six major metropolitan newspapers May 15 in an attempt to identify people who illegally redeem coupons not used to purchase products.

Some aspects of the operation—and the breaking of the story in the May 30 issue of Advertising Age magazine—caused protests from advertisers and newspapers.

For example, the newspapers that carried the coupon were not told by John Blair Marketing that the firm was including the bogus coupons as a part of its regular coupon inserts. Some ad directors said they would not have participated in the operation had they known of it.

Unlike previous attempts to uncover coupon fraud, this operation did not include the U.S. Postal Service or the FBI, although it did include local law enforcement officials in New York and Illinois.

Advertising Age itself came under fire before and after its report was published. Both public and private officials who controlled the operation contended premature publicity about it would ruin a major effort to thwart coupon fraud, including redemptions by persons associated with organized crime.

Fraudulent coupon redemption, the magazine reported, is estimated to cost advertisers $350 million per year and involve 20 percent of all coupons redeemed [presstime, June 1980, p.26].

Advertising Age said it decided to publish the story, reasoning in part that if its reporters had spotted the bogus coupons, widespread knowledge of the operation was probable.

The magazine acknowledged in an editorial on the subject that coupon fraud is a serious problem but suggested that "in this computer age, there is a lot that can be done about this."

One effort, the Coupon Verification Service offered by the Audit Bureau of Circulations, involves about 110 newspapers, 18 advertisers, 22 advertising agencies and three companies that supply coupons, including Blair. The service, which was launched about three years ago, stopped growing and began losing participants last year [presstime, Aug. 1982, p. 27]. Since then, the ABC has changed the way newspapers are billed for the verification service.

Currently, ABC audits how newspapers handle coupon inserts and reports on whether their techniques are in accordance with standard guidelines. Newspapers are billed for the time it takes to complete the audit; those with good records require less time and thus have lower auditing bills. Advertisers and agencies pay standard fees to receive the reports on participating newspapers, explained Robert W. Roberts, ABC vice president-marketing services. ☐

Canadian papers launch modular ad-unit project

While U.S. newspapers are planning further standardization of advertising sizes (see story, p. 16), a similar plan is moving in Canada.

An ad hoc committee of representatives from newspapers and Canada's Newspaper Marketing Bureau is exploring the feasibility of implementing a proposal approved in principle in April by the Canadian Daily Newspaper Publishers Association Board of Directors.

The plan would establish Modular Advertising Sizes based on dividing a six-column, broadsheet newspaper page with a printed width of 13-3/4 inches and a printed depth of 21-1/2 inches into 60 equally sized units. By contrast, the expanded Standard Advertising Unit system being implemented now in the United States is based on a printed page 13 inches wide and full-depth SAU units measuring 21 inches.

The committee is expected to report to the CDNPA meeting Sept. 21-22. ☐

Newspaper Power promotion drive deserves support

By Craig C. Standen

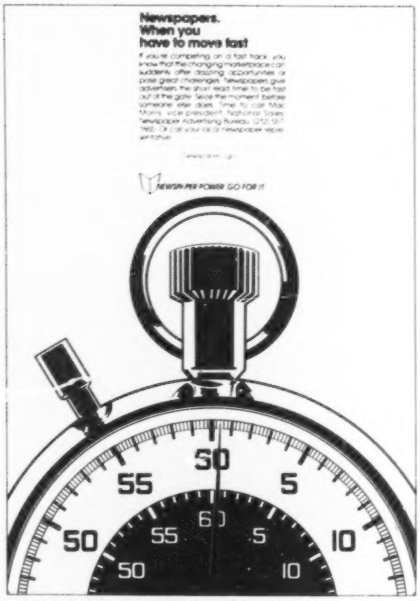
Newspapers have been the leading advertising medium in the United States for as long as there has been advertising. To stay on top, we have to keep reminding the advertising decision-makers of America why we are number one and what we are doing to remain there.

That's why the bureau and the INAME two years ago began a joint project to develop and fund an advertising campaign for newspapers and newspaper advertising. With the bureau's Creative Department producing the ads under the direction of a committee of newspaper ad directors, the first campaign—consisting of eight ads with the theme "Newspapers. Number One for a lot of good reasons."—broke in September 1981. The ads ran in Advertising Age, in Marketing & Media Decisions, and in hundreds of newspapers.

Because neither the bureau nor INAME had money budgeted to pay for running the ads in the trade press, we asked individual newspapers that were running their own advertising campaigns in Advertising Age and Marketing & Media Decisions to contribute one or more pages to promote the newspaper business as a whole. We also asked newspapers without trade advertising campaigns to contribute cash for the purchase of additional space in the trade magazines.

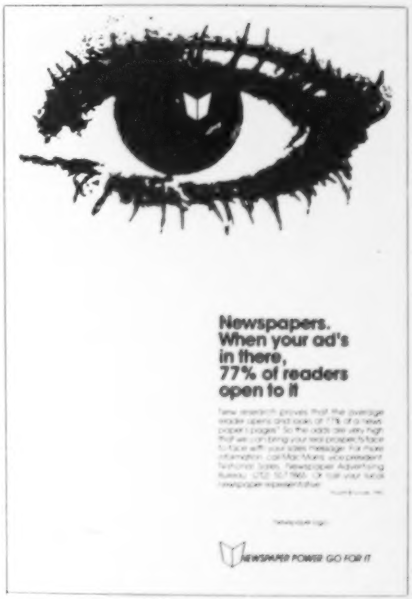
Despite the recession, newspapers' response was impressive. They contributed enough space and money for insertions in 31 issues of Ad Age and 13 of Decisions, with a cumulative readership of more than 8.3 million.

Our second campaign, based on the theme "Newspaper Power. Go for it," started running in trade magazines last February. The 10 ads in the campaign feature bold, strikingly powerful graphics and short copy, with each ad highlighting a single advantage newspapers offer advertisers—reach, intensive readership, involvement, flexibility, the effectiveness of color, and so on.



Newspapers. When you have to move fast

NEWSPAPER POWER GO FOR IT



Newspapers. When your ad's in there, 77% of readers open to it

NEWSPAPER POWER GO FOR IT

As before, the ads are running in Ad Age and Marketing & Media Decisions, and we hope to expand the campaign to other trade magazines.

In addition, camera-ready slicks in Standard Advertising Unit sizes No. 1 and No. 7 were sent to all INAME and bureau member newspapers. In case we missed your newspaper, sets of slicks are available free to members and for $25 to other newspapers; contact the bureau's Promotion Department.

This campaign needs and deserves the support of every daily newspaper. It's important to our business that advertisers, retailers and advertising agency people be reminded forcefully and frequently of the advantages that newspapers offer.

You can help in three ways: by running as many of these ads as possible in your newspaper; by contributing one or more pages from your own newspaper's ad campaigns in Ad Age or Marketing & Media Decisions or such other magazines as Editor & Publisher, ADWEEK, Madison Avenue, Sales & Marketing Management and ad forum; and by making a cash contribution toward the purchase of one or more pages in one of the magazines.

If you're interested in helping this important ad campaign, call or write me or Mac Morris at the bureau. ☐

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Dailies' 1st quarter ad performance shines

Daily newspapers' advertising expenditures—especially the classified variety—appear to be roaring back.

Expenditures for classified ads rose 15.4 percent in the first quarter of this year compared with the same period in 1982, according to a preliminary estimate by the Newspaper Advertising Bureau.

Spending for classified, which totaled $1.292 billion for the quarter, helped boost dailies' overall advertising expenditures by 12.2 percent over the first three months of 1982. NAB reported first-quarter expenditures for retail advertising also increased 12.2 percent, to $2.499 billion, while expenditures for national advertising climbed 6.1 percent, to $655 million.

The numbers were considerably better than those of the first quarter of 1982, when total advertising expenditures were up 4.7 percent from 1981 and classified expenditures actually dropped .2 percent.

NAB noted that all three ad categories posted their strongest gains in the last month of the quarter. Compared to March 1982, classified increased by 16.8 percent, retail by 15.5 percent and national by 8.2 percent.

NAB prepared its estimate with a new computer analysis [presstime, May 1983, p. 16]. ☐

Plan now for switch to new standard ad format

By Walter E. Mattson

I bring you today a sort of sandwich, made up of good news and bad news.

First there's a slice of good news. During the ANPA Convention in New York in April, the boards of directors of ANPA and the Newspaper Advertising Bureau strongly endorsed the proposal of the Working Committee on Advertising Standards. So now we can leave behind us all the debates over which formats or measuring systems would be best—the boards have made their decisions in the best interest of the industry.

However, they knew that it will not be easy for each of us to implement this program in our own newspapers—and that's the bad news. We all have some work to do—frankly, a lot of work. I'll just mention a few of the matters today to which we'll all have to give serious attention.

Will it be worth it? Well, there we have another slice of good news, the top layer of the sandwich.

All the evidence points toward a powerful resurgence of the newspaper in America today. We could well be on our way to a period of unparalleled prosperity as an industry and to a new excellence in the products we publish—*if* we continue to get our act together as we have in the past few years and look out for the guy who pays the bills—our advertiser.

The stakes for our business are great. Direct mail now grosses over $7 billion annually and vigorously competes for our insert business. We can all be pleased that in spite of continued attacks on our position by direct mail, advertisers spent over $2.25 billion on newspaper inserts last year.

However, many of us are concerned that the increased use of inserts is reducing our ROP linage. We worry about what that does to the graphic appearance and indeed the profitability of our newspapers.

I for one feel that stopping the erosion of our ROP linage is the greatest single economic challenge facing newspapers today.

If we are to increase our ROP linage, we must make space in our newspapers increasingly attractive to our advertisers and make it easier for them to use that space effectively.

The adoption of the new advertising format standards is admittedly not the panacea to increasing ROP linage. It is only one of several things we must do as an industry to take advantage of the greatest opportunity for increased advertising linage any of us may see in our careers.

The new advertising standards are remarkably flexible. Let's begin with a review of what they are—and what they are not.

First, what they are:

- The basic proposal establishes common column and page widths. Because the column and the page width will be the same in every participating newspaper in the nation, the advertiser can prepare material that will fit perfectly in every one of these broadsheet newspapers.
- The basic proposal is also to use rate card formats and Standard Rate & Data Service listings that are standard in their presentation of information. Now, for the first time, an advertiser will be able to easily, accurately and swiftly determine the cost of a multi-market newspaper buy.
- Finally, the basic proposal is to make the inch the unit of measure for the depth of newspaper advertising. Now if an advertiser wants to buy space, or if a young hotshot wants to go out and sell space in your paper, that person doesn't have to know the mysteries of picas, points and agate lines.

In addition to these elements of the basic proposal, newspapers are also asked to continue to offer and accept Standard Advertising Units as a convenience to advertisers. The number of SAUs has been increased to 57, and the widths have been altered to correspond to the basic proposal.

Now, let's review what the proposals are *not:*

- The proposed six-column format will *not* stop a newspaper from offering narrow column widths to advertisers. As a matter of fact, the Working Committee suggests that some newspapers may want to offer the one- and two-column widths of a nine-column format for some advertising classifications. The key fact about the basic proposal is that it is flexible enough to meet the special needs of local advertisers while fulfilling the needs of national and regional advertisers.
- The proposal does *not* suggest that all newspapers make up and sell a 21-inch page depth. To the contrary, the proposal assumes that newspapers will continue to make up and sell their full printed depth, whether that is 21 inches, 21½ inches, 22½ inches or anything in between—provided you express your depth to the nearest quarter inch.
- The proposed standards for rate cards and SRDS listings have nothing whatsoever to do with determining the rate you charge advertisers. They don't have anything whatsoever to do with your creative presentation. The proposal simply introduces a format for the presentation of the information that will make it much, much easier for advertisers to buy space in your newspaper. The setting of rates is, of course, the sole decision of each individual newspaper.
- The basic proposal does *not* suggest that newspapers go to a modular make-up. That is again a decision that each newspaper will make on its own.
- The proposal does *not* limit a newspaper to offering only the 57 SAU sizes. You can introduce new units if you so desire—the only requirement being that you use the standard nomenclature to describe the size of the new units. That is an important requirement in that it will help the multi-newspaper advertiser. We'd really be back in a mess if we applied the same descriptors to ads of different sizes.

As you know, the implementation date for the new standards is July 1, 1984—which sounds like a long, long while away. But it isn't far off. It's just about the day after tomorrow in terms of the things that have to be done in the various departments of your newspaper.

Let's take a quick walk down the halls to see what I mean.

We'll stop in the production department first.

If you have to change web width, the change will entail press adjustments. Pos-

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Mattson, president and chief operating officer of The New York Times Co., is chairman of the Working Committee on Advertising Standards. He made this presentation before the June 14 General Session at the ANPA Operations Management Conference & Exposition in Las Vegas.

sibly these will be minor, requiring very little lead time. But the change could also be more difficult. It might require purchasing new press parts from the manufacturer—and you don't want to be the last one in the line for those parts.

Newsprint inventories must be controlled as you change web widths. It is not only thoughtful to give advance notice to your suppliers; it also makes good business sense.

The change in column widths will require new grid sheets. It will also change the character counts of the typefaces used for both news and advertising.

You'll want to sit with your people and visualize the whole production process, step by step. For example, it is even possible that you may want to change your bundle counts because you'll end up with a lighter newspaper.

The Working Committee is notifying every supplier on our lists, from paper mills to feature syndicates, to tell them about these industry changes. If they have questions, our friends at ANPA and NAB will be sure that their questions are answered.

Now let's walk down the hall to the newsroom:

A change in page width and column width may call for a graphic redesign. Counts for headlines and captions must be changed, and so on. You certainly don't want to be doing these tasks on the night of June 30, 1984.

What about advertising?

The advertising department must plan new rates as well as new rate cards and SRDS presentations. Department personnel must go out and talk to your advertisers, showing them the real selling points of this new and modern approach to newspaper advertising.

I think we can promise plenty of publicity and strong support for the basic proposal, and your sales people will want to be ready to take advantage of that support.

Which brings us to the systems and accounting departments.

They'll have the biggest job of all—next to you, if you're the one chosen to orchestrate and harmonize the whole operation.

We all know that computers are unbelievably fast once they know what to do. I was told by one publisher that he will have to make changes in 35 different computer programs when he converts from the line to the inch in his newspaper.

sau™
STANDARD AD UNIT

Newspapers are in an unparalleled position to win back market share from our competitors.

Until your systems people go to work on the problem, you can only guess at what they'll find that will have to be done in your shop.

The Los Angeles Times has already begun to prepare for July 1, 1984, and I heartily recommend that we all follow its lead. The Times has a committee that is responsible for making sure that the paper will make the switch to the new advertising standards without a hitch. On the committee is a key person from each discipline of the newspaper's operations. The committee is covering every base, every eventuality.

I saw the early outline of the things the committee intends to consider, and the tasks it has already identified as necessary to the transition. And I can tell you, the plans are impressive.

If your newspaper has not already formed such a committee, I recommend that you do so.

Now let's talk about the schedule that the committee on your newspaper is asked to keep in mind. The Working Committee met June 2 and set forth a timetable to which we hope you will adhere when you make your conversion:

1. ***Web width and format:*** Change your web width and format at any time that meets your convenience. However, please notify SRDS and Media Records of the change in size and rates in ample time for them to keep advertisers informed.

2. ***Keeping SAUs:*** Continue to accept the current SAUs even after you change your web width and format to the new standards. As you well know, the current SAUs are a compromise; they work reasonably well within our industry's current wide range of page widths and formats. We will ask advertisers not to make the change to the new SAU widths until July 1, 1984, in order to give all newspapers time to adopt the new standards.

3. ***Rate Cards:*** Change your rate card to the International Newspaper Advertising and Marketing Executives' standard at any time it is convenient for you to do so.

4. ***Billing:*** This is vital. Do not—please be absolutely sure that everyone in your shop knows this—do not change your method of billing national advertisers from agate lines to inches until all of the details are worked out between the organizations representing the newspaper industry and those in the advertising community. Then we will probably make that change all at once. Agencies have told us they see no way that they can handle two billing systems simultaneously.

When I began this talk, I warned you that the bad news was the work that had to be done to implement the basic proposal. I said that the good news was going to be the payoff in increased advertising and in a better product.

Let's think about this for a minute. Newspapers are in an unparalleled position to win back market share from our competitors.

Television's share of audience is being reduced by cable and by myriad other forms of telecommunications available to viewers.

Magazines and radio are increasingly segmenting their market in order to succeed.

And direct mail is in danger of fouling its own nest with the clutter of its success.

No matter in which direction you look, there are opportunities for newspapers. We serve the people who actively buy our papers and actively read our papers. We reach the active, thinking person—not the passive viewer or listener. So ours is a world of opportunity: the opportunity to increase both our inserts and ROP; the opportunity to increase both our quality and our profitability.

When we adopt the new advertising format standards, we will be sending a clear message to the advertising community. We will be saying that we deserve advertisers' business and that we're willing to work our tails off for it. Now that's a message well worth delivering. ☐

Accreditors on probation

Federal panel calls for ACEJMC improvements

The organization that accredits journalism programs in U.S. colleges got a taste of its own medicine in June—it was effectively placed on probation by its accreditors.

A federal advisory panel recommended that the Accrediting Council on Education in Journalism and Mass Communications continue to be recognized by the U.S. Department of Education as an accrediting agency, but only for two years—not for the maximum four-year term allowed. And it asked that the ACEJMC report after one year on progress made toward correcting several deficiencies found in its procedures.

The National Advisory Committee on Accreditation and Institutional Eligibility made the recommendation to Education Secretary Terrel H. Bell following a June 15 hearing on ACEJMC's petition for re-recognition [presstime, June 1983, p. 24]. Bell is expected to approve the recommendation.

The advisory committee essentially approved the recommendation in a staff report analyzing information submitted by the ACEJMC describing how its procedures conform to the Department of Education's criteria for a nationally recognized accrediting agency.

The staff listed several areas in which it found the accrediting council not in full compliance with the guidelines. It said the council: did not provide specific reasons for an adverse accrediting action; in some cases takes action on the reports of accrediting teams that have visited schools before receiving the schools' comments on the reports; and appears not to include comments in those reports on the areas where the schools may not be complying with its standards.

The staff also said the council needs to provide better guidance to schools on program self-evaluation, should be more specific concerning the treatment of written complaints, and should clearly state its procedures for appeals and for reinstatement of accreditation.

The staff criticisms contained some of the points made by Boston University in a 12-page document filed in April with the Education Department following its decision to withdraw from the ACEJMC and decline its offer of provisional accreditation. A representative from BU also testified at the hearing.

Incoming ACEJMC President Joseph W. Shoquist, managing editor of The Milwaukee Journal, said there was "no doubt" the recommendation for an abbreviated recognition period was due to BU's challenge.

About the recommendations for changes in ACEJMC procedures, Shoquist said: "We think they were made by the staff and approved by the national advisory committee in a spirit of helpfulness and improvement, and we intend to deal with them positively."

Bernard S. Redmont, dean of Boston University's School of Public Communication, said he was "very gratified" with the advisory committee's action and that it "vindicated" his school's position.

The 15-member advisory committee, made up of college administrators and other current or former educators, a student and members of the general public, is chaired by the Rev. Timothy S. Healy, president of Georgetown University of Washington, D.C. ☐

NIE seminar scheduled

The 1983 Newspaper in Education Instructor Training Seminar is scheduled for Oct. 5-8 at Airlie House, near Warrenton, Va. Registration deadline is Sept. 5. To register or for more information, write "Instructor Training," ANPA Foundation, The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041; or call Leesa Thompson, (703) 620-9500. ☐

Student Press Law Center continues

Tracey-Lynn Goldblum

The Student Press Law Center apparently has weathered a financial crisis and is continuing—under a new director and a new board—its work of providing legal advice and information to student journalists, scholastic press advisers and school administrators.

The crisis was precipitated last year by the desire of the Robert F. Kennedy Memorial to reduce the amount of support it had been giving the Washington, D.C.-based center. The Kennedy Memorial established the center in 1974 and had funded much of its yearly $50,000-$60,000 budget since then.

When representatives of scholastic and professional press organizations became aware of the center's financial problems, they met twice in January, created a 23-member board of directors and relaunched the center independent of the Kennedy Memorial.

According to Carol Ann Hall, executive director of the Journalism Association of Ohio Schools and chairman of a committee responsible for raising funds for SPLC, $7,000 was pledged at the initial meeting by the Columbia Scholastic Press Association, the National Council of College Publication Advisers, Quill and Scroll and the Society of Professional Journalists, Sigma Delta Chi. Other organizations have since pledged support.

The SPLC now is located in space being provided rent-free by the Reporters Committee for Freedom of the Press in Suite 300, 800 18th St. NW, Washington, D.C. 20006; (202) 466-5242.

The center's new director is Tracey-Lynn Goldblum, a 1982 graduate of the University of Michigan Law School who also holds a master's degree from the Columbia University Graduate School of Journalism.

In addition to fielding calls for legal assistance, Goldblum is working on an SPLC magazine, which she hopes can be published this fall. She is seeking donations of money and printing services. ☐

Readership, marketing projects pondered by ANPA committee

ANPA's Readership and Marketing Committee is exploring its role as successor to the Newspaper Readership Project by considering a number of activities in the areas of promotion, news research, distribution and maintaining liaison with other newspaper-business groups.

At its May 24 meeting in Washington, D.C., the Committee heard reports on the overall Project, which formally ended earlier this year [presstime, April 1983, p. 4], and on the activities of many of the associations that made up the Newspaper Readership Council.

Among the reports were:

- The American Society of Newspaper Editors is planning a research study to update and expand the 1978 report, "Changing Needs of Changing Readers." ASNE President Creed Black, publisher of the Lexington (Ky.) Herald-Leader, said that while details and funding of the study are still unclear, it will be carried out by Ruth Clark, formerly with the research firm of Yankelovich, Skelly and White Inc. Clark on July 1 began her own firm, CM&B (for Clark, Martire & Bartolomeo) Inc.
- ANPA's News Research Center is continuing its "NRC Mining Co." project of synthesizing proprietary research conducted by several hundred newspapers, reported Maxwell E. McCombs, director of the center at Syracuse University. In addition to publishing the reports, the center has commissioned two slide shows designed to help editors and publishers use the research results.
- Frank W. Arnold, recently elected president of the International Circulation Managers Association, reported ICMA will add a new position of circulation trainer to its staff. Arnold, circulation manager of The News and Observer and The Raleigh (N.C.) Times, also asked more publishers to contribute to the new Empire State College program offering a business degree in circulation management [presstime, June 1983, p.23].

Among other actions, the Committee discussed the possibility of continuing these programs: editor-researcher workshops on using news research; computerized circulation systems symposia; and promotion efforts designed to bring newspapers closer to their readers.

The Committee, headed by Chairman Robert C. Achorn of the Worchester (Mass.) Telegram and Evening Gazette, will meet again Sept. 12 in Washington, D.C. ☐

Second research firm releases results of national newspaper readership study

The Scarborough Research Corp. began releasing newspaper readership data June 20 for the 51 U.S. markets it surveyed late last year.

Like the Simmons Market Research Bureau, which released the results of a similar survey in November 1982, Scarborough's methods were reviewed and found acceptable by the Advertising Research Foundation [presstime, Dec. 1982, p. 45].

Scarborough is distributing its results to 185 newspaper subscribers in the markets studied and to advertising agencies that have signed users' agreements regulating how much of the survey data they may make public. In late June, 60 agencies had signed such agreements.

Like Simmons, Scarborough found daily newspaper readership averaged 2.7 readers per copy, somewhat higher than the 2.5-2.7 found by the first national syndicated study in 1980.

However, Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, cautioned that such readership figures, which exclude newspapers in smaller markets, do not accurately reflect readers per copy for all U.S. newspapers. Noting that pass-along readership is considerably higher than average in major metropolitan markets, Bogart said that on a national basis, a readership average of 2.2 readers per copy consistently has been found in studies of newspaper use. ☐

Managing Editor Farrington reports attacks.

Protests escalate at Canadian daily

Talks were scheduled in late June between disgruntled readers and management of the Lethbridge (Alberta) Herald (evening, 28,388).

Protests of changes at the newspaper took an ugly turn in the spring when obscene slogans were painted on the newspaper building. Security guards were hired to patrol both the newspaper offices and the homes of the managing editor and publisher. The newspaper also assigned a reporter to investigate the attitudes of local residents toward the newspaper.

Managing Editor John Farrington, who took his post last fall, has been the focus of a number of complaints from readers who claim he has "trivialized" the daily's news coverage [presstime, March 1983, p. 23]. The slogans painted on the building appeared aimed at Farrington and included an attack on his Mormon religion.

Farrington said police have found no connection between the unknown persons who painted the slogans and the Committee for Quality Journalism, a group of local residents who have been protesting policies of the newspaper since last year.

Farrington said he believes the protests simply reflect local bias against "that bastard from the East," noting that he had worked in the Toronto offices of Thomson Newspapers Ltd.—the Herald's owner—before being assigned to Lethbridge. ☐

Ombudsmen serve less than 2 percent of dailies

By C. David Rambo
presstime staff writer

On any given day, you might find Louis I. Gelfand, "reader representative" of the Minneapolis Star & Tribune, doing any or all of these things:

- Answering dozens of phone calls from people complaining about stories appearing in the paper
- Investigating those gripes and then, maybe, recommending that an item be run in the corrections column that is anchored on page A-3
- Ferreting out comment from sources—candidates following an election, for example—on his newspaper's coverage
- Preparing the log of complaints that he presents at the newspaper's daily story conference
- Writing a Sunday column explaining editorial policies and commenting on complaints
- Serving as host to community groups visiting the newsroom. This firsthand look at how the editorial product is created will include sitting in on the daily conference.

Gelfand—whose job is often referred to in the newspaper business as "ombudsman"—believes his duties provide "part of the answer" to offsetting the public's sometimes negative feelings about newspapers.

Other newspapers' ombudsmen echo his sentiments. "It's a mechanism to provide accountability," says Art Nauman, ombudsman of The Sacramento (Calif.) Bee.

Organization of
Newspaper Ombudsmen
Room H 769
The Gazette

The ONO's newly elected officers are (from left) Harry F. Themal of the News-Journal Co., Wilmington, Del., director; John Brown of the Edmonton (Alberta) Journal, president; Clair Balfour of the ONO convention's host newspaper, The Gazette of Montreal, director; Art Nauman of The Sacramento (Calif.) Bee, vice president; Ruth A. Wilson of the Milwaukee Journal, director; and Alfred JaCoby of the San Diego Union, secretary-treasurer.

Not a high priority. Nevertheless, the practice of establishing formal "ombudsmenships" has been slow to catch on, and the lackadaisical pace is to the liking of some newspaper executives who frown on the ombudsman concept.

Two of the earliest newspaper ombudsman-like programs were conducted in the 1920s by the defunct New York World and Evening World and by the Des Moines Register and Tribune.

The jobs were not considered vital to newsroom operations, however, and they disappeared over time. The modern-day concept of the ombudsman was born in 1967 at The Courier-Journal and The Louisville (Ky.) Times by then-Executive Editor Norman Isaacs.

In the summer of 1980, at least 23 ombudsmen were monitoring newspapers in the United States, according to Donald T. Mogavero, assistant professor of communications at the University of Delaware. Last year, the Associated Press Managing Editors Association counted 28 ombudsmen serving 33 North American newspapers. Today, there are at least 32 at 39 North American newspapers, according to the Organization of News Ombudsmen. That means less than one daily in 50 has a "readers' advocate."

"For one thing, it's expensive," observes Sacramento's Nauman, who is vice president of the ombudsmen group, whose abbreviation, appropriately, is "ONO." Many newspapers do not want "to support a guy who doesn't supply anything to fill up the news columns," Nauman says.

Asa Cole, executive editor of The Middlesex News of Framingham, Mass., says his newspaper is too small to devote a staff member to full-time ombudsman's duties.

"If I could hire another person, my most immediate need is desk people to help do a better job of getting the paper out on the street," Cole explains. "But I am very well aware that people out there are concerned about the press and the way we operate," and "it's something we'll probably have sometime."

Another, perhaps more important, reason for the limited number of ombudsmen is outright opposition to the concept on behalf of many newspapers' top executives.

Robert J. Haiman, former executive editor of the St. Petersburg (Fla.) Times, which in late 1980 abolished its ombudsman's position, says "ombudsmen are a bad idea."

Haiman, vice president and managing director of Modern Media Institute, an educational institute that owns the controlling stock of the St. Petersburg newspaper company, says the best aid to credibility is improving the product before it is published.

Press criticism is needed, he says, but "critics should come from outside."

"We should not want the press as our principal critic of newspaper performance any more than we want the State Department as our principal critic of foreign policy," he once told a gathering of the American Society of Newspaper Editors.

An ombudsman, Haiman says, "leads the staff—quite correctly, I may say—to wonder, 'Who the hell do I work for?' And it leads our readers to ask, 'They all work for the editor, don't they? So who the hell is in charge down there? Have they lost their minds?'"

Impact being felt. However, other executives say the benefits of ombudsmen far outweigh such concerns. They believe that ombudsmen have been good not only for their own newspapers but for news organizations as a whole.

"I think it is having an impact on the psyche of American journalists," says Loren Ghiglione, editor and publisher of The Evening News of Southbridge, Mass. "Indeed, they are causing papers to look at themselves."

Many editors always have made an effort to deal with their readers who may call, write or even visit. "You like to believe, of course, that everybody has access to you," says Ghiglione, whose paper once had a part-time ombudsman but currently doesn't.

But even if a paper can't afford—or simply doesn't want—an ombudsman, there are many other steps it can take toward the goal of improving its relationship with its readers.

The Evening News, for example, is among the papers that have conducted "accuracy checks" by writing to people quoted and asking them whether the coverage was fair.

Lacking an ombudsman, Executive Editor Cole of The Middlesex News says he, too, fields "an awful lot of calls. . . . We are readily available." He also has held events called "Coffee with the Editor" in which the newspaper rents space in church halls and elsewhere to host public question-and-answer sessions about the newspaper.

For those newspapers that have ombudsmen or are considering designating a person as such, the three-year-old Organization of News Ombudsmen stands ready to assist. Among other things, ONO exists to "establish and refine standards for the job of ombudsman or reader representative by whatever title. . . ."

ONO held its annual meeting May 29-June 1 in Montreal. It changed its name from Organization of Newspaper Ombudsmen to Organization of News Ombudsmen to reflect the emergence of ombudsmen in the broadcast media, notes Clair Balfour, assistant managing editor/ombudsman of The Gazette of Montreal and an ONO director. ABC and CBS now have executives in New York assigned to handle complaints from the public.

A look at the ONO membership reveals the many subtle differences in ombudsman programs. Many members write regular columns, but some others eschew this job.

"We don't wash our linen in public," explains John F. Clancy public service editor of The Philadelphia Inquirer. "I don't know if the public really wants to know how something went wrong, if it went wrong."

Donald D. 'Casey" Jones, ombudsman at the Kansas City (Mo.) Star and Times, also does not write a column. He says responsibilities of a column, even coming up with a lead, could divert too much of the ombudsman's time from the more important role of answering complaints.

Instead, Jones writes a daily memo to Editor Michael J. Davies in which he points out errors, examples of poor judgment or anything else he deems worth mentioning.

In his June 3 memo, for instance, Jones told the editor that "there was some really incompetent editing and cutline writing" in the Times' account of the emergency landing at Greater Cincinnati International Airport of a Canadian jetliner that caught fire in flight. A cutline said the jet was smoldering at the end of a runway "in Cincinnati." Jones said the newspaper did not make clear that the airport actually is located in northern Kentucky.

Anne C. Farrow is ONO's youngest member.

At the same time, the Jones memo commended the Star for printing a correction about a crime story that "many editors might have elected to dodge. . . ." He said the correction "was written completely enough so a reader was not left in a fog."

Part-time ombudsmen. Another difference in ombudsmanships is that while most command a staff person's attention full time, some get by on a part-time basis.

Anne C. Farrow, reader's representative of the Cape Cod Times of Hyannis, Mass., and at 32 the youngest member of ONO, is a copy editor four days a week. She spends her fifth workday on ombudsman chores.

The combination of working journalist and ombudsman is one many newspapers say they avoid because of potential conflicts of interest. Indeed, Farrow says that while she enjoys her discussions with the public on journalism issues, she admits that "I feel pretty ambivalent about" the dual role.

Another part-time ombudsman is J. James McElveen, who takes reader complaints for The Alexandria (Va.) Gazette. His situation is unique in that he is not paid for his ombudsman's work.

McElveen works full-time as director of public affairs for the National Cable Television Association in Washington, D.C., which leaves him "absolutely and totally independent" in his voluntary ombudsman role, he says. A former journalism teacher, reporter, and publisher of a weekly, McElveen performs his ombudsman duties out of what he describes as a commitment to carry on his earlier work in journalism education.

Regardless of the variations, there are some common denominators among ombudsmen. Most seem to have patience in liberal doses for the newspaper business. They answer their telephones or return calls promptly. They have deep appreciation for the mission of reporting and editing.

But Nauman of Sacramento also points out another similarity: They are backed by newspapers that are "willing to plant somebody in your nest who stings. And you have to be pretty sure of yourself to do that." ☐

Commission to hold hearings on how media affect society

Citizen's Choice, a 75,000-member organization affiliated with U.S. Chamber of Commerce, has established a National Commission on a Free and Responsible Media. The 31-member commission will hold six hearings over the next year to examine the media and their impact on society. Citizen's Choice will compile a monologue of comments.

The locations and topics—dates are yet to be announced—are:

- Washington, D.C.: freedom of the press, including privacy versus the public's need to know, communications law, and government as a source of news.
- New York City: business of the media, including the effects of competition, advertising and ratings, and the size, profitability and influence of media companies.
- Dallas: the media and business, including ways business tries to influence the media, and the effect of libel law on the media-business relationship.
- Chicago: the media and the economy, including media influence on public debate over economic issues and on the stock market.
- Boston: journalism and interest groups, including the relationship between the media and their sources, and journalism schools and their role in developing a responsible press.
- Los Angeles: new technology and the media, including the future of television news and newspapers, access to increased amounts of information, and individual privacy.

Commission Chairman is the Rev. William C. McInness, president of the Association of Jesuit Colleges and Universities. Judith D. Hines, vice president and director of the ANPA Foundation, represents the First Amendment Congress, of which she is secretary, on the commission. Other members include businessmen, professors, college and government officials, association executives, attorneys and journalists.

Among the latter are Robert McCloskey, ombudsman of The Washington Post, and James R. Whelan, editor and publisher of The Washington Times. ☐

Connecticut won't require signatures on editorials

By a vote of 77-68, the Connecticut House of Representatives defeated a proposal that would have required newspaper editorial writers to sign editorials.

The sponsor, Democratic Rep. John A. Miscikoski of Torrington, said editorial writers should attach their name to their work because "they have the right to destroy anyone they want to." His bill was defeated after a debate lasting about a half hour.

A similar proposal has been defeated repeatedly in Massachusetts. ☐

Fiction will return to 10 daily papers chosen for project

Ten daily newspapers have been chosen to participate in a project to bring fiction back to newspapers.

The Syndicated Fiction Project is sponsored by the federally funded National Endowment for the Arts with assistance from PEN American Center of New York City, a writers' service organization.

The newspapers, which have a combined circulation of 5.2 million, are The Arizona Republic of Phoenix, the Chicago Tribune, The Hartford (Conn.) Courant, The Kansas City (Mo.) Star, The Miami Herald, the Minneapolis Star and Tribune, Newsday, The Oregonian of Portland, Ore., the Rocky Mountain News of Denver and the San Francisco Chronicle.

Criteria for selection were geographic location, circulation and degree of interest. More than 80 papers expressed some interest in running the stories, the National Endowment for the Arts reported.

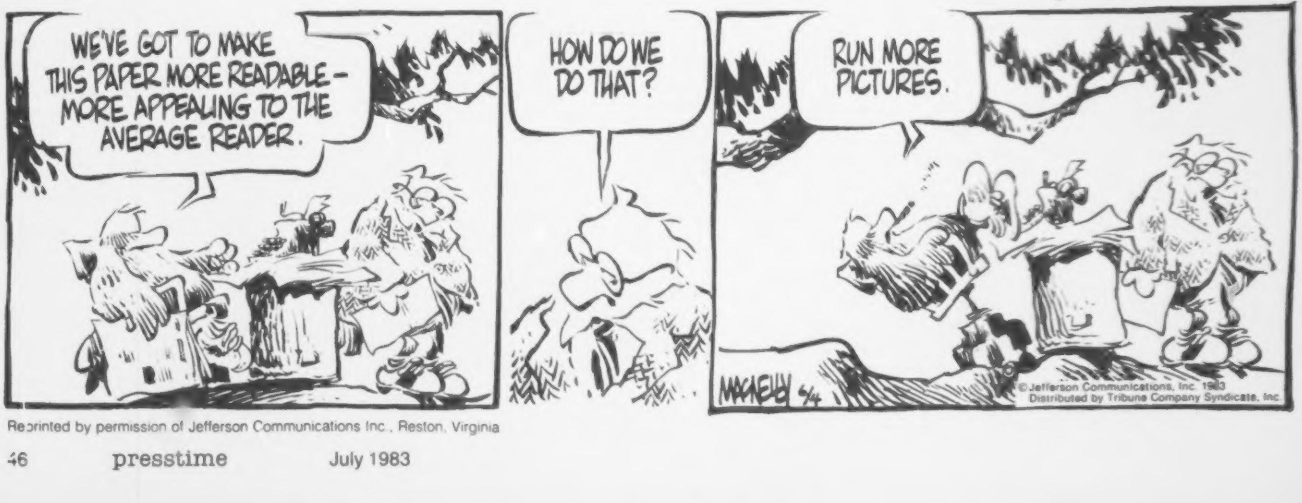
The 10 participating papers agreed to run at least two stories a month for the 12-month period ending in June 1984.

They will receive stories by 90 authors [presstime, March 1983, p. 32].

The National Endowment is providing all funding for the $120,000 project. The newspapers will pay nothing for the stories. The 90 writers were paid $500 apiece, and each will receive an additional $50 per story use by the participating newspapers. ☐

'Shoe'

By Jeff MacNelly


WE'VE GOT TO MAKE THIS PAPER MORE READABLE - MORE APPEALING TO THE AVERAGE READER.
HOW DO WE DO THAT?
RUN MORE PICTURES.
MACNELLY 6/4
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Newspaper design workshop planned Oct. 6-9 in LA

"New Horizons in Newspaper Design" will be the theme of the hands-on portion of the Society of Newspaper Design's fifth annual workshop Oct. 6-9 in Los Angeles.

The hands-on critique will focus on design changes that haven't been accepted—or were declared unacceptable—at newspapers.

"We're looking for some real blue-sky proposals," said workshop committee member Brian Steffens, assistant managing editor for graphics, The Register, Santa Ana, Calif.

"We'll be exploring practical solutions to design problems we face in every issue," he said, citing as examples weather packages, news briefs, agate material, charts and logos.

Newspapers must send Steffens their design proposals, samples or prototypes before Aug. 1. A selected group of samples will be reprinted in an eight-page broadsheet newspaper for workshop participants.

"This is a terrific opportunity to have unpublished ideas fine-tuned by some of the nation's top editors and designers," Steffens said.

Submissions are encouraged even if workshop attendance isn't planned, he added.

Prototypes and samples should be submitted in camera-ready form. Color material should be flexible enough to be wrapped around a color scanner drum or should include color flaps with percentages indicated. If necessary, color slides can be used.

Material should be sent to Steffens, AME/Graphics, The Register, 625 North Grand Ave., Santa Ana, Calif. 92711.

Among other subjects to be discussed at the seminar will be computer graphics, informational graphics, Sunday supplements, management in the art department, design sources and color.

Registration will be $175 per person. For more information, contact the society's executive secretary, Ray Chattman, at The Newspaper Center, Box 17290, Dulles International Airport, Washington, D.C. 20041. ☐

Police in Paterson, N.J. were aided in an investigation of a bank robbery and murder by the photos taken at the scene by Nicholas J. De Gregory, staff photographer of the Herald-News in Clifton. In interviews after the incident, the two men (in background, wearing knit caps) gave police what turned out to be false identities. Using the photos, police were able to obtain identification, and the two men were arrested and charged.

Washington Journalism Center plans sessions

The Washington Journalism Center will sponsor nine three-day conferences between September and next June on topics ranging from the economy to sports.

The center also will sponsor at least 10 one-day conferences, according to Director Julius Duscha.

Subjects for the one-day meetings are selected as news develops during the year.

Between September 1982 and June 1983, nearly 350 print and broadcast journalists attended 24 conferences on major issues in the news, Duscha said. Conferences are held at the Watergate Hotel in Washington, D.C.

Speakers include government officials and representatives of interest groups and research organizations. All points of view are represented, and all sessions are on the record.

The independent, nonprofit institution is supported with funds from newsgathering organizations and media foundations.

For further information, contact Duscha at the Washington Journalism Center, 2401 Virginia Ave. NW, Washington, D.C. 20037; (202) 331-7977. ☐

Libel workshop scheduled for press lawyers

ANPA, the National Association of Broadcasters and the Libel Defense Resource Center will sponsor a two-day Libel Defense Workshop Aug. 25-26 in Chicago.

ANPA Manager/Training Services Stephen E. Palmedo said the workshop will be for media defense lawyers only. It will cover such matters as prepublication review of news stories considered potentially libelous, how to respond to a complaint before it becomes a legal claim, motions for dismissal, trial preparation, selection of jury, and post-trial motions and appeals.

Registration priority will be given to attorneys representing ANPA and NAB members. The workshop is open to both staff counsel and to private attorneys defending media clients in libel cases.

Registration fee is $495, and forms were mailed to the ANPA members in June. For more information, contact Palmedo at The Newspaper Center, Reston, Va. ☐

ITU political battle developing

By Clark Newsom
presstime labor writer

The International Typographical Union, already wracked by dissension over the proposed merger with The Newspaper Guild, may experience an unusual challenge to its elected leadership.

Longtime union activist Bertram A. Powers, president of New York Typographical Union No. 6, has announced he "may be a candidate" for international president. Incumbent Joe Bingel, first elected in 1978 and re-elected without opposition in 1980, has announced he will run again, "no matter who else runs." Bingel and Powers are both members of the ITU's Progressive Party.

Other candidates, presumably including at least one from the rival Independent Party, are expected to be nominated from the floor during the ITU's 125th convention Aug. 6-12 in San Francisco.

Under a change in ITU laws adopted in 1981, the convention will be the first since the turn of the century in which floor nominations will be accepted. Previously, the endorsement of at least 50 local unions was required for nomination.

Powers, who probably is second only to Bingel in name recognition among the union's rank and file, told presstime he will be a candidate if the convention approves certain of his propositions to change the ITU constitution and bylaws. The changes would give the president more authority than one vote on the five-man Executive Council and would "make the presidency a stronger office."

Powers, whose 7,500-member local (including 3,500 pensioners) is the ITU's largest, said he also wants to change a provision in the ITU's constitution that requires the president to maintain official residence in Colorado Springs, Colo., site of the union's headquarters. Changes in the constitution can be made only by membership referendum, while changes in the bylaws can be made by the convention. Powers has headed the "Big Six" in New York City for 22 years and has said he doesn't want to "move to the mountains."

Powers said he has been approached by other local union officers "for a long time" about a possible run for the presidency. "A number of people believe there should be a change," he said. "The way things are going now, someone ought to run."

It is not believed that the proposed merger with the Guild is at issue. Bingel has announced his support for the merger; Powers has not officially stated his position. "I'm pro-merger on principle," he said, "but I want to hear the debate" at the convention before taking a stand.

However, in one sense, the Bingel-Powers power struggle is tied to the merger. The most vocal opponent of the merger, Secretary-Treasurer Thomas W. Kopeck, is embroiled in a dispute with Powers over his (Kopeck's) status at the forthcoming convention.

Kopeck, who maintains his "priority" (seniority as defined in a labor agreement) in the composing room of The New York Times, wants to participate in the convention as a voting delegate from the "Big Six," his home local (as well as Bingel's). He will be a candidate for re-election as secretary-treasurer and "could vote for myself," he noted.

However, the leadership of Local 6 would not put Kopeck on its ballot as a candidate for delegate, contending that as an international officer he is not eligible to serve in that capacity.

Kopeck maintains that the members of Local 6 should vote on his status as a delegate. He has appealed to the Executive Council, which consists of Bingel, three other Progressives and Kopeck, "an independent with a lower case 'i.'"

If that appeal is turned down, Kopeck said he will take the next step in the ITU appeals procedure and appeal to the convention.

Meanwhile, Kopeck and Third Vice President Allan J. Heritage continue to slug it out in the pages of the union's monthly magazine, the Typographical Journal, over the merger with the Guild [presstime, June 1983, p. 32].

Kopeck told presstime he favors "the philosophy" of merger "but not under this (merger) document." Heritage has long been an advocate of merger into the Media Workers International Union.

Kopeck wrote in the May issue of the Journal that the dues structure of the proposed union is "an absolute ripoff" of ITU members. He noted that the unions' merger committees had agreed that Guild members would pay flat dues of $9.64 a month to the international union while ITU members would pay three-quarters of 1 percent on earnings. As an example, Kopeck said the monthly MWIU dues for a person earning $500 a week would be $9.64 for those previously in the Guild and $16.25 for those previously in the ITU.

Heritage said the percentage formula will be necessary until the ITU reduces the

Figures in union's internal conflicts

Joe Bingel **Bertram A. Powers** **Thomas W. Kopeck**

overhead it will bring into the new union. Then dues will be equalized, he said.

Under the merger agreement, Heritage noted, the new union would continue to service former ITU locals as the ITU has in the past; that is, international representatives would be assigned to assist locals without charge to them.

Former Guild locals would continue to be charged for the services of representatives, as they are now.

The ITU vice president noted that last year the Guild was required to provide service to only 81 local unions while the ITU serviced 522.

He also pointed out that in preparation for the merger, the Guild office and field staff has been pared to 29. He noted that none of the Guild's clerical staff contemplates a move from the Guild's Washington, D.C., headquarters to Colorado Springs, where the merged union would maintain offices; this will reduce the Guild count by eight more.

"On the other hand," Heritage said, "the ITU has 123 employees to bring into this new union."

Members also are contributing to the debate in the Journal's pages.

In the magazine's "letters" section, a member noted that 27,000 retired ITU members would be deprived of their right to vote on union matters under the merger agreement.

Another member said the ongoing debate between the officers is "a credit to the ITU democratic tradition of free expression."

The merger proposal will go to a vote of both unions' members in late September, assuming approval as expected at the Guild's 50th annual convention June 27-July 1 in Cleveland. □

One merger completed, creating GCIU

The Graphic Communications International Union was born July 1 after members of the Graphic Arts International Union and the International Printing and Graphic Communications Union, as expected, approved the merger of the two unions [presstime, June 1983, p. 32].

The GAIU vote was 43,872 for and 10,286 against. IPGCU members voted 49,627 for and 13,474 against.

Former GAIU President Kenneth J. Brown, who became the first president of the GCIU, said the new union of more than 200,000 members will play a role in "today's dramatically changing communications industry."

Sol Fishko, former IPGCU president and now president emeritus of the GCIU, said technological change requires a strong union "to properly represent" members.

The union's first convention will be in the fall of 1984.

AP agrees to pay $1 million in bias settlement

There has been a tentative settlement in a major case involving charges of race and sex discrimination against the Associated Press.

The settlement, which is subject to approval by U.S. District Court Judge Pierre N. Leval in New York City, would result in two consent decrees.

One would require the AP to pay more than $1 million to about 670 current and former female and black employees. It also would require the wire service to establish training and promotion goals for them.

The second decree would set forth terms of an affirmative action program for Hispanics.

The case began 10 years ago when the Wire Service Guild—Local 222 of The Newspaper Guild—filed charges with the federal Equal Employment Opportunity Commission alleging sex and race discrimination. Later, seven female employees—subsequently joined by the EEOC—brought suit against the AP in federal District Court. It was made a class-action suit in 1980.

The company has consistently denied the charges. The agreement reached June 15 states that the settlement was negotiated "in order to avoid the burden, expense and disruption of further protracted litigation."

Keith Fuller, AP president and general manager, said, "We have maintained from the day this litigation began—and continue to state today—that the Associated Press does not discriminate against anyone or any group."

The news cooperative agreed to pay $998,000 to women and $100,000 to blacks employed between Nov. 29, 1972, and June 30, 1983, in news or photo positions. The seven women plaintiffs in the case will share $83,120, the Guild said.

There will be no back compensation paid to Hispanics, who were found not to have been underpaid but underrepresented on the work force. The affirmative action program for Hispanics called for in the second consent decree arises from a separate case filed by the EEOC.

Under the terms of the settlement, AP on July 1 began a five-year, affirmative-action plan for hiring and promotions. The hiring plan calls for women to receive 37 percent of the first 100 vacancies. Also, 5 percent of all entry-level openings would go to blacks and 5 percent to Hispanics.

Assistant Personnel Manager Kelly Smith Tunney said AP will start a 13-week internship program for six black and six Hispanic college journalism students next summer. The company also will hire one black and one Hispanic college journalism professor to work 13 weeks next summer.

Job openings will be posted, she said, and a consultant will be hired to assist the company in increasing the number of black employees. Currently, 1.4 percent of AP's domestic news staff is black.

"Traditionally, AP management has been a white male bastion," said William Morrissey, the local union's president. "It is to the credit of the current management that it is willing to change without a protracted trial period." □

ANPA labor relations seminar set for Washington, D.C.

ANPA will conduct a seminar Aug. 22-24 in Washington, D.C., that will cover the nuts and bolts of newspaper labor relations and also provide an intensive overview of recent developments in the field.

Registration fee is $400, which includes an ANPA Labor Relations Manual. For further information, contact Charles D. Cole, manager/labor relations, at The Newspaper Center, Reston, Va.

New ANPA service

Human resources specialists now available for on-site visits

The ANPA Labor and Personnel Relations Department has started a Human Resources Advisory Service.

Modeled on ANPA's Technical Advisory Service, the program offers newspapers on-site visits by department specialists in newspaper labor and personnel practices and programs.

Attention can be directed to specific labor or human resource problems, and a confidential report summarizing principal conclusions and recommendations will be issued shortly after a visit.

ANPA Vice President/Human Resources Roy W. Anderson said Human Resources Advisory Service visits are available in a number of areas, including:

- Needs assessment and strategic planning
- Labor contract analysis
- Bargaining preparation and the establishment of intermediate and long-range goals
- Selection and design of personnel programs appropriate to the organization
- Provision of guidelines and support services necessary to the effective implementation and administration of selected programs
- Elimination of restrictive practices
- Reexamination of benefit cost allotment.

The key components of the HRAS are knowledge of the newspaper industry—specifically past practices, current activities and future trends; access to information covering members industrywide; and flexibility to meet the needs of the individual organization.

The number of on-site consultations that can be scheduled each year is limited. Two have been conducted to date, and some future consultations are already being planned.

The fee is $500 a day for the on-site visit, $250 per travel day, $125 per day for in-office time spent preparing for the consultation and completing the report, plus expenses for travel, lodging and meals.

For more information, contact Charles D. Cole, manager/labor relations, or Patricia P. Renfroe, manager/personnel relations, at The Newspaper Center, Reston, Va.

NLRB orders newspaper to publish column

A three-member NLRB panel has ordered The Herald News of Passaic, N.J., to resume publication of a staff writer's weekly column.

The panel agreed with an administrative law judge that the newspaper's decision to drop the column was an unfair labor practice under the Taft-Hartley Act. The judge found that the column was discontinued shortly after a representation election that led to certification of Newark Newspaper Printing Pressmen's Union No. 8 as bargaining agent for the newspaper's editorial department employees [presstime, April 1982, p. 38].

"The only conclusion" that could be drawn, the NLRB said, was that the action was "a reprisal" against the columnist, Mitchell (Mike) J. Stoddard, for having taken "an active role" on behalf of the pressmen's union.

The panel also ordered the newspaper to expunge from its files any reference to the cancellation of Stoddard's column and to notify him in writing that the case "will not be used as a basis for future personnel actions" involving him.

The NLRB rejected the newspaper's contention that the First Amendment precludes the agency from engaging in any inquiry involving the decision not to publish Stoddard's column, or from directing the paper to reinstate it.

Herald News Vice President and General Manager Richard Wyckoff said the company has asked the U.S. Court of Appeals, District of Columbia Circuit, to review the board's decision.

(Passaic Daily News t/a The Herald News, 266 NLRB No. 161)

AP and two unions agree on contracts for 1,600 workers

The Associated Press reached new labor agreements in June with the two unions that represent 1,600 of its employees [presstime, June 1983, p. 32].

The 29-month agreement with the Wire Service Guild, which represents about 1,330 news, photo and allied employees, was not made retroactive to Jan. 1, the date the old contract expired. New wage scales and expanded employee benefits were effective June 5.

The settlement increased top-scale news and photo employees from $533.50 weekly to $558.50 this year, $584.50 in 1984 and $618.50 in 1985.

The three-year agreement with the United Telegraph Workers, which represents technicians and other communications personnel, was retroactive to its expiration date of May 18. It increased wages for top-scale technicians from $429 to $450.50 this year, $470.80 in 1984, $497.95 in 1985 and $502.95 on Jan. 1, 1986.

Members of both unions were in the contract ratification process in late June. Leaders of both unions recommended that they ratify the contracts.

AP agreed to medical and pension plan improvements, a new dental plan, company-paid life insurance starting in late 1984, and a new, AP-funded eye-care plan starting in 1985.

The company also agreed to increase night differentials for employees covered by both agreements.

Guild-covered economic differentials were increased by $5 weekly to $35 in the New York and Washington bureaus.

The agreements were reached after the Guild withdrew its demands for retroactivity, union security in the form of an agency shop and a common expiration date with the UTW's contract.

Thomas F. Pendergast, vice president and director of personnel and labor relations, said that for the first time in more than three decades, AP agreed to give up the Dec. 31 Guild contract expiration date. The company offered Nov. 30, which the union accepted.

He said the agreements were "fair and reasonable to all parties."

New EEOC rules affect group insurance

New rules affecting employers' health-care obligations to older workers have been issued by the Equal Employment Opportunity Commission.

The rules require employers of 20 or more workers to offer those age 65 through 69 an option to select either the employer's plan as their primary insurer or Medicare.

Because most employer health benefit plans are more inclusive than Medicare, it is expected that the majority of older workers will select the employer's plan.

The new rules were required by the Tax Equity and Fiscal Responsibility Act of 1982. It amended the Age Discrimination in Employment Act by requiring employers to provide the same health benefits to employees 65-69 as they do for younger workers.

The purpose was to eliminate Medicare as the primary health insurance provider for older workers.

Although TEFRA became effective Jan. 1, implementation of the EEOC rules was delayed because of inter-agency reviews and discussions.

The rules were effective June 7, when published in the Federal Register, but employers have until Sept. 5 to make necessary administrative changes in their health insurance plans.

NLRB finds Guild local violated Taft-Hartley Act

The National Labor Relations Board has affirmed an administrative law judge's decision that Local 26 of The Newspaper Guild in Buffalo, N.Y., violated the Taft-Hartley Act by suing a member for compensatory and punitive damages [presstime, Jan. 1983, p. 36].

The suit alleged that William L. Ball, a former copy editor at the now-defunct Courier-Express, filed charges with the NLRB that were false, perjurious and malicious, and brought for the purpose of damaging the union.

The board said the avenue to the NLRB's processes "must be kept completely free from any coercion or reprisals" from either employers or labor organizations. It ordered the Buffalo local to post a notice to members stating it will not take actions that would discourage them from filing unfair labor practice charges with the NLRB.

(The Buffalo Newspaper Guild, Local 26, and Ball, 266 NLRB No. 147)

Recent contract settlements

Newsday, Long Island, N.Y., ITU: Fifteen-year agreement covering composing room employees; retroactive to March 1, 1983 [presstime, April 1983, p. 49].

San Diego Union and Tribune, Guild: Three-year agreement covering editorial and commercial employees; retroactive to June 7, 1982.

Syracuse (N.Y.) Herald-Journal and Post-Standard, Mailers: Four-year extension of agreement covering mailroom employees; retroactive to April 1, 1982.

Globe and Mail, Toronto, Guild: Separate two-year agreements covering editorial and inside circulation department employees; retroactive to July 1, 1982.

(Details in June 1983 ANPA Labor & Personnel Relations Letter.)

NLRB elections

Buffalo (N.Y.) News, Guild: Accounting, bookkeeping and credit department employees voted 23-15 in favor of representation by Local 26 of The Newspaper Guild.

(NLRB Case No. 3-RC-8404)

Clarksburg (W.Va.) Exponent and Telegram, Teamsters: In separate elections, mailroom employees voted 9-6 and truck drivers voted 4-0 against representation by Local 789 of the Teamsters.

(NLRB Case Nos. 6-RC-9337, 9343)

Memphis (Tenn.) Press-Scimitar and Commercial Appeal, GAIU: Photoengravers voted 13-3 against further representation by Local 223 of the Graphic Arts International Union.

(NLRB Case No. 26-RD-575)

2 Tennessee dailies defend discharges

Two Tennessee dailies are involved in disputes arising from the dismissal of reporters.

At The Leaf-Chronicle in Clarksville, a former police reporter is suing the daily for $1.5 million over his discharge last April.

Robert S. Dollar was fired after he applied for the job of Clarksville chief of police. Editor Dee W. Bryant said that after Dollar announced his plans to apply for the job, he was advised that seeking it was a conflict of interest with his job as a reporter.

Dollar is asking for $500,000 in compensatory damages and $1 million in punitive damages from the newspaper and its parent company, Multimedia Inc. of Greenville, S.C. Also named as defendants were Bryant and City Editor W. Wendell Wilson.

Dollar was not selected for the police chief's job.

In the other case, Local 76 of The Newspaper Guild is taking The Knoxville News-Sentinel to arbitration in the discharge of reporter Jacqueline B. McClary for taking a seat on a school board in a town 25 miles away. The newspaper has a written policy against "participation of an employee in any political activity that could raise questions as to the newspaper's objectivity."

There has been a recent increase in disputes over the "outside activity" of employees [presstime, Dec. 1982, p. 36].

High court will decide case on wage-hour law

The U.S. Supreme Court has agreed to decide whether the Labor Department must obtain a court-issued search warrant before compliance officers of the Wage and Hour Division can examine a company's records to determine whether it is complying with the Fair Labor Standards Act.

The court will review a federal judge's refusal to permit inspection of payroll and wage records without a warrant based on probable cause. In its appeal of the case involving a North Dakota motel-restaurant, *Donovan v. Lone Steer Inc.*, the Labor Department said the decision, if left standing, would seriously interfere with the government's efforts to enforce the FLSA and other federal statutes.

Paper upheld on ban against outside work

The Boston Globe did not breach a labor agreement by refusing to allow a staff photographer to work on his own time as a photographer for the Boston Red Sox, an arbitrator has ruled.

The grievant had sought permission in February to accept a job as backup to the team's full-time photographer.

An expedited arbitration was held March 11, and Sharon Henderson Ellis, a West Roxbury, Mass., attorney assigned to the case by the American Arbitration Association, issued her award two weeks prior to the start of the 1983 season in early April.

The grievant has worked for the Globe since 1964 and from 1967 until 1982 covered sports events exclusively. Last December his position was changed to general assignment photography.

At issue was an "outside activities" clause in the agreement between the newspaper and the Boston Globe Employees Association, an independent union. The clause prohibits employees from engaging in, among other things, "writing, editing, photography, art work or endorsement which promotes products" without prior approval of management.

The union argued that the proposed job was permitted by another section of the provision that states employees may engage in "occasional outside writing, editing, photograph or art work for noncompeting media."

The proposed job would have been to back up the team's official photographer in shooting pictures for the Red Sox yearbook, score cards, brochures and other promotional materials. The grievant would not have been credited by name for published photos.

The company contended that the work would not be permissible because it would be ongoing and promotion of a "product."

Arbitrator Ellis agreed with the Globe that the work would be work that "promotes a product and as such is presumptively nonpermissible outside activity."

She said management had preserved in the labor agreement its right to protect the credibility and integrity of the newspaper and had exercised that right conscientiously.

The arbiter noted that the Globe did not want "its journalists working for and receiving remuneration on a continuing basis from one of its major newsmakers. It fears that notwithstanding the absence or presence of actual conflict of interest, the type of outside employment sought in this case could be seized upon by competing media and used to cast suspicion upon the Globe's objectivity and freedom from bias or interest."

A newspaper's credibility may be impaired by the appearance of conflict of interest as much as it may be impaired by an actual conflict of interest, she noted.

Ellis also noted that the Globe had taken several steps to avoid the appearance of conflict. For example, employees are no longer permitted to accept free travel or admission to Red Sox games, and they are not permitted to serve as official scorers. □

Additional arbitration awards

Baltimore Sun, Guild: In a court-ordered "clarification" of an earlier award, Milton Rubin upheld the company. The company had maintained that the earlier award—involving jurisdiction over maintenance of computer equipment—did not affect contract-exempt employees in the "production systems group" who perform such work [presstime, Aug. 1980, p. 41].

Boston Globe, independent: James S. Cooper upheld the company's decision to promote a person with less seniority than the grievant.

Boston Globe, independent: Robert Browning found that an employee who filled in for a senior clerk during his absence was not entitled to the "merit" pay received by the senior clerk.

Erie (Pa.) Morning News and Daily Times, ITU: James A. Healy converted to a 10-month disciplinary suspension the discharge of a mailer for walking off the job and for insubordination.

Escanaba (Mich.) Daily Press, ITU: Barry C. Brown dismissed the union's grievance over the layoff of a composing room employee.

Rochester (N.Y.) Democrat and Chronicle and Times-Union, Guild: Douglas J. Bantle directed the company to reevaluate an employee who had been denied a merit pay increase.

St. Louis Post-Dispatch, IPGCU: Bert L. Luskin upheld management's right to transfer paper handlers from one production plant to another.

St. Louis Post-Dispatch, IPGCU: Orville Richardson sustained the company's position that contract language pertaining to assistant foremen is not applicable to temporary assistant foremen.

San Jose (Calif.) Mercury and News, Guild: Patrick J. Boner agreed with the union that an employee who worked part of one shift in a higher job classification was entitled to an extra $2 even though the entire shift was not worked.

San Jose Mercury and News, Guild: Gerald R. McKay upheld the union's position that a part-time advertising dispatch driver hired as a temporary employee had become a permanent employee who could not be discharged except for just cause or for reducing the work force.

San Jose Mercury and News, Teamsters: Patrick J. Boner ruled that an employee should be allowed to work pending the outcome of his trial on felony charges.

San Mateo (Calif.) Times, Guild: Robert E. Burns upheld the company's right to assign workers to assist employees in higher job classifications without paying them the higher pay rate.

Tacoma (Wash.) News Tribune, ITU: Gary L. Axon found that the newspaper violated the labor agreement when it refused to hire a substitute during the two-day absence of an assistant foreman because of illness.

Washington Post, IAM: Richard I. Bloch found that the newspaper has the right to have outside machinists perform hands-on press modification work.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center, Reston, Va.)

Consumption climb continues for dailies

Newsprint consumption increased again in May—by 4.7 percent for all U.S. users and by 3.8 percent for U.S. daily newspapers, compared to May 1982.

For the first five months of 1983, consumption by all U.S. users was up 1.9 percent while that of U.S. dailies rose 2 percent.

At the end of May, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 43 days, compared with a 42-day supply a month earlier and a 60-day supply in May 1982.

North American mill stocks at the end of May were about 27 percent greater than those of a year ago.

The May operating rate for Canadian mills was 85 percent. For U.S. mills, it was 87 percent. For five months, the operating rate was 82 percent in Canada and 88.4 percent in the United States.

Newsprint shipments from both Canadian and U.S. mills remain behind 1982 levels.

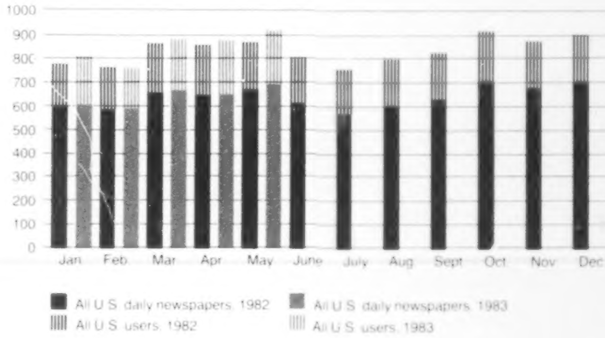
Estimated consumption of all U.S. daily newspapers[1]

Region	April 1983	April 1982	% Change
Northeast	159,536	155,373	+2.7
North Central	144,291	143,860	+0.3
South	207,154	205,218	+0.9
West	145,439	148,190	-1.9
Circulation size			
up to 25,000	54,294	58,044	-6.5
25,001-100,000	126,243	123,553	+2.2
Over 100,000	475,883	471,044	+1.0
April totals	656,420(r)	652,641	+0.6(r)
Four-month totals	2,541,280(r)	2,504,260	+1.5(r)
Region	**May 1983**	**May 1982**	**% Change**
Northeast	173,388	166,412	+4.2
North Central	154,623	148,903	+3.8
South	218,015	207,362	+5.1
West	152,724	150,307	+1.6
Circulation size			
up to 25,000	56,810	57,222	-0.7
25,001-100,000	134,548	125,738	+7.0
Over 100,000	507,392	490,024	+3.5
May totals	698,750(p)	672,984	+3.8(p)
Five-month totals	3,240,030(p)	3,177,244	+2.0(p)

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply in transit)
March 1983	804,829	40	5
March 1982	1,067,764	53	7
April 1983	780,015(r)	37(r)	5
April 1982	1,044,500	52	6
May 1983	753,091(p)	37(p)	6(p)
May 1982	1,012,002	53	7
Canadian mills			
May 1983	407,117	--	--
May 1982	356,980	--	--
U.S. mills			
May 1983	156,788	--	--
May 1982	85,691	--	--

Estimated newsprint consumption, 1982-83
(thousands of metric tons)



Estimated consumption of all U.S. users

	1983	1982	% Change
March totals	880,000(r)	867,000	+1.5(r)
April totals	878,000(r)	862,000	+1.9(r)
May totals	920,000(p)	879,000	+4.7(p)
Five-month totals	4,252,000(p)	4,172,000	+1.9(p)

Production

	Canada	U.S.A.	North America
May 1983	723,682	399,335	1,123,017
May 1982	743,019	385,031	1,128,050
Increase or decrease	-19,337 -2.6	+14,304 +3.7	-5,033 -0.4
Five months 1983	3,437,316	1,950,130	5,387,446
Five months 1982	3,694,342	1,993,765	5,688,107
Increase or decrease	-257,026 -7.0	-43,635 -2.2	-300,661 -5.3

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
May 1983	486,769	81,738	114,088	682,595
May 1982	500,470	82,798	134,[illegible]0	717,658
Five months 1983	2,361,639	383,041	535,314	3,279,994
Five months 1982	2,462,724	425,619	642,905	3,531,248
Decrease	-101,085 -4.1	-42,578 -10.0	-107,591 -16.7	-251,254 -7.1
From U.S. mills				
May 1983	377,991	----	25,644	403,635
May 1982	346,215	----	29,516	375,731
Five months 1983	1,778,523	----	101,228	1,879,751
Five months 1982	1,817,598	----	128,119	1,945,717
Decrease	-39,075 -2.1	---- ----	-26,891 -21.0	-65,966 -3.4
From North American mills				
May 1983	864,760	81,738	139,732	1,086,230
May 1982	846,685	82,798	153,906	1,093,389
Five months 1983	4,140,162	383,041	636,542	5,159,745
Five months 1982	4,280,322	425,619	771,024	5,476,965
Decrease	-140,160 -3.3	-42,578 -10.0	-134,482 -17.4	-317,220 -5.8

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample.

(r) = revised

(p) = preliminary

Newspapers strive to improve quality control

By Paul Kruglinski
presstime technical writer

Quality control is becoming an animated theme in the newspaper business. Reasons for it include advertisers' demands, readers' complaints, heightened competition, and the emphasis being placed on the concept by the technical committees of ANPA.

The goals are a cleaner print job, sharper halftones, more professional-looking advertisements and a more consistent day-to-day product. In short, a better product, produced more efficiently.

Because many newspapers are finding out that quality pays off at the bottom line, they are asking themselves how they can reach these heights, how they can recognize it when they get there, and how to stay there once they get there.

Some newspapers that have achieved exemplary levels of printing quality say the four main ingredients of their successful quality programs are a commitment from management, qualified personnel, set standards of quality control and good internal, departmental communications.

Management. "It begins at the top," says I. O. "Zeke" Marques, production manager at the Statesman-Journal in Salem, Ore. "If management doesn't want quality, you're not going to get quality, because quality is hard, dirty work."

Lon Myers, director of operations at The Cedar Rapids (Iowa) Gazette, says, "Commitment (from management) means that you will provide monetary resources—to purchase equipment, obtain training and (delegate) authority to pursue the desired result. The equipment need not be elaborate, but certain basics are necessary."

One example of managerial commitment at The Orlando (Fla.) Sentinel was $10,000 for a quality-control laboratory, which contains a variety of test equipment to gauge product quality, and a technological training program for staff.

The suburban Washington, D.C., Journal Newspapers, owned by the Army Times Publishing Co. of Washington, also instituted in-house classes and seminars geared toward improving employee performance and production quality. Michael Bella, vice president/production, says the increased requirements of more color prompted the quality-control program.

Arthur M. Boudreau, ANPA/RI manager/technical training, suggests having a key management person, someone with the authority to make changes, to oversee quality control.

Along the same lines, The Gazette's Myers says, "One of the key factors is to have one person who knows what good reproduction is. That person carefully inspects each page of every publication and has the authority to interface in all departments, calling attention to what is good and also to that which needs improvement."

Personnel. Generally, the quality-control experts feel the sophistication of more advanced equipment and the chemical and electronic variables involved in quality control dictate that personnel be more skilled and caring about their work than ever. This is especially true, they add, in the area of preventive maintenance.

"The most important element here is our people," says Robert C. Crandall, quality assurance manager at The Orlando Sentinel. "There's still a lot of skill required to do the job. The bottom line to our success is the people have to have the technological skills."

Echoing that view, Bella of Army Times Publishing, says, "We feel the pressmen have to be more skilled than ever before."

And Larry C. Best, production manager at The Sacramento (Calif.) Union, notes, "Even with your advanced technologies, staff input is still a problem. It takes the skill of a technician to know what to do correctly." Without adequate personnel, he continues, a newspaper would probably wind up spending more money and time doing the job twice to get it right.

Ralph J. Anderson, plant production manager of the St. Petersburg (Fla.) Times and Evening Independent, puts it this way: "Quality-conscious people are people who enjoy the challenges of working to be the best. You can always get a guy who wants a job. The question is, 'Does he have the commitment to the job?'"

Standards. All the experts agree that the third element of a comprehensive quality-control program is establishing and maintaining "set, documented standards"—the criteria by which quality is established, judged and maintained.

"Standards need to be established so that all departments know what acceptable reproduction copy is and what final printing results are expected," says Myers. "Write down your standards and post your best

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Warren Skipper of Orlando's quality assurance department checks page with a densitometer.

copies that meet these (standards)."

If, for instance, a newspaper knows that its press gain (the ink spread on the final product) is going to increase a 5-percent highlight dot to 10 percent, the cameraman should be made aware—in a manual to which he can always refer—that he is shooting for a 5-percent highlight dot.

Documented standards in the pressroom might include the density of ink coverage. If the newspaper is seeking a 1.10 density for black ink, the pressmen must be aware of how much they can vary from that reading.

As The Gazette's Myers says, "We use densitometers in the pressroom and request a black ink density reproduction reading of 1.00, but (we) want to maintain a range of .98 to 1.03."

The experts also stress the need for documented standards on the materials used to produce the newspaper; this helps production personnel diagnose a problem when something goes awry.

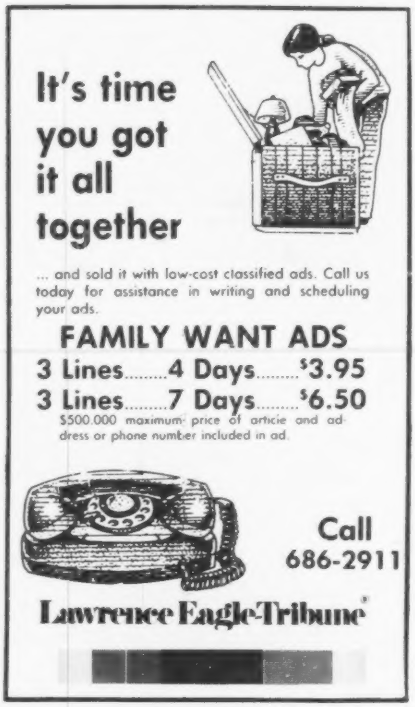
Frequently, suppliers will err or change chemistry without even letting their sales personnel know of the change. With written requirements for materials, the newspaper can better communicate the problem to the vendor.

According to the newspaper executives interviewed by presstime, the high quality level of USA Today also is increasing the demand for set, documented standards.

"USA Today is proving that you have to have consistency and standards to have good quality," says Orlando's Crandall.

Communications. The fourth element in a quality-control program is good communications.

As ANPA's Boudreau points out, a newspaper can have its management involvement, the right personnel and standards, but if the message isn't adequately communicated, the effort to improve quality won't succeed.



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Gray scale helps control ink density.

The information gathered and kept by production personnel should be open and accessible to all. It should be shared by supervisory personnel at regularly scheduled meetings. "The days when the cameraman stayed in the darkroom are over," he says.

Myers advises: "The final product should be examined by each department and corrections made as required within each of those departments to improve and maintain quality.

"Hold periodic meetings with all departments to point out areas that need fixing and the steps to be implemented to solve the problem," he says. "Be prepared to listen to others—their solutions could be better than yours."

Once the quality-control program is established and operative, Boudreau says, the newspaper must be patient with it. A newspaper should not always be looking for quality immediately but rather for consistency.

"Chances are, you are not going to get the same quality every day, or get the newspaper to look the same," he says. "What you want to do is get it to look similar."

Boudreau says that after a newspaper achieves a satisfactory level of consistency, then it can proceed to make adjustments by introducing different materials into the production process to upgrade the product.

There must also be a religious-like vigilance on the part of production staff in maintaining the program, according to Bella of Army Times Publishing. "You have to set up standards," he says, "but the hardest thing is to maintain them. The problem is that people tend to drift away from the standards."

And in addition to all of that, the goal is elusive.

"There's no perfect quality," observes John F. Petrycki, production manager of the Lawrence (Mass.) Eagle-Tribune. "We're trying to optimize our quality, so it's a continuing process of optimizing our product."

But for those deeply involved in the search for better quality, the effort is well worth it. As Myers says: "The reward for quality is a feeling of pride and accomplishment." ☐

Committee launches new program for sharing technical data

The ANPA Technical Services and Training Committee has established an "Innovative Ideas Exchange" program whereby newspapers are invited to submit articles for consideration for publication in the **technology** section of presstime.

According to Glenn A. Shank, vice president/production director of Call-Chronicle Newspapers in Allentown, Pa., the object of the program is to increase the dissemination and sharing of technical information throughout the newspaper business.

"We solicit your cooperation in this program that will offer the opportunity of acknowledging your deserving employees for their extra efforts in improving your operation," he said.

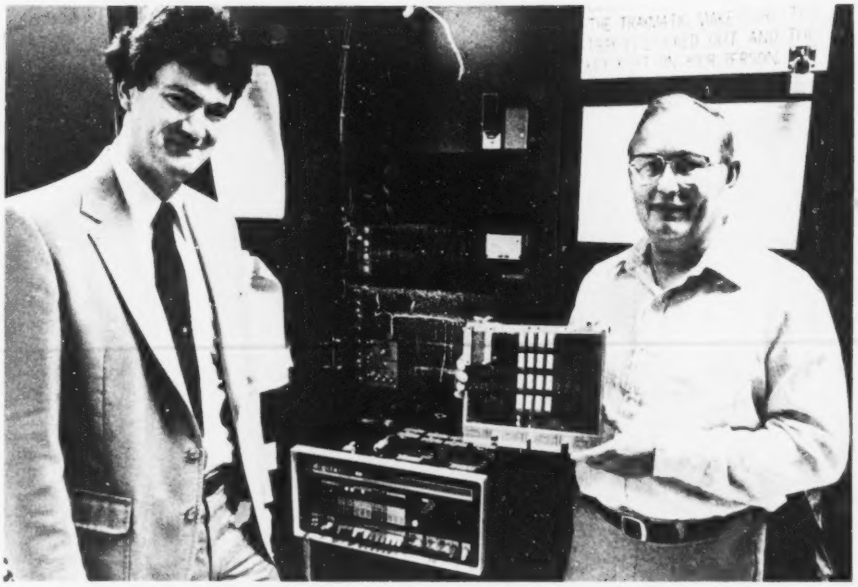
"We would appreciate receiving written details of their ideas and/or developments, including drawings, specifications, photographs, etc."

A member of the Technical Services and Training Committee, Shank said it is hoped such articles will become an ongoing feature of the magazine.

Articles should be sent to the Technical Services Committee at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041.

"If your newspaper publishes technical updates in an in-house periodical," Shank added, "please send them to the same address."

Employees' ideas improve production while saving money



Jones holds solid-state memory board as Thompson observes.

When a newspaper's expensive equipment begins to wear and fail, what are the options? Some papers take the expensive route and elect to replace the aging equipment with costly, updated models. Others more frugally look to their own technical personnel to solve the problem.

A recent example of the latter approach occurred at the Atlanta Journal and Constitution. A pair of the newspapers' maintenence engineers developed two products that improve production efficiency for the newspapers.

One is a solid-state memory board for the computer that controls the mailroom's automated, bundle-conveying systems. The other is a timing-sensor device that alerts the cameraman when film fails to properly transport through the automated developing processor.

The newspapers use a PDP8e computer to monitor the flow of newspaper bundles as they move from the press through the Cutler Hammer Traymatic bundle delivery system and onto the mail trucks.

An antiquated DF-32 disk drive had provided the stored memory that operated the PDP8e. But the DF-32, which no longer was being manufactured, developed operating problems at high temperatures.

Although the operating problems were not serious enough to impede production, they did foment concern among maintenance engineers.

"We felt we were getting further and further out on a limb," said Robert Thompson, manager of the Journal and Constitution's special electronics maintenance sector.

Reed Jones, a maintenance engineer, came up with an in-house solution to the problem. Using EPROM (erasable programmable read only memory) and RAM (random access memory) chips, he constructed a solid-state memory board to replace the DF-32.

Thompson said the software that had used the DF-32 uses the replacement board in the same manner, only better. "Besides being less sensitive," he said, "it runs faster."

The newspapers' camera room equipment also had flow problems, but of another nature.

The newspaper uses an automatic film transport system to feed the exposed negatives into its LogE LD24AQ film processor. Unfortunately, the conveying system sometimes drops film on the darkroom floor, or the film jams inside the processor.

Particularly if a large number of flats had been shot and fed into the system, the effect on deadlines was sometimes disastrous, according to Thompson.

Maintenance Engineer Arnold Solomon came to the technological rescue. He developed a sensor-timing device that alerts the cameraman when something goes awry. Essentially, it works this way:

- The switch that activates the film transport system from the camera serves double duty in that it also trips Solomon's warning device. One of the device's 12 timing sequences begins to monitor that piece of film. If the film fails to trip an infrared photoelectric sensor at the mouth of the processor within a predetermined time, the device will activate a buzzer indicating that the film has dropped to the floor.
- If the film does make it into the processor, the timing sequence for that piece of film continues. But if the film fails to trip a second photoelectric sensor located near the film hopper within a certain time (indicating the film has tangled inside the processor), then a second buzzer will alert the cameraman to the situation.

For further information or for schematics of either homemade device, contact Thompson at Atlanta Newspapers, 72 Marietta St., Atlanta, Ga. 30302. ☐

NENPC announces dates

The 44th Annual New England Newspaper Production Conference will be held Oct. 27-30 at Goat Island near Newport, R.I.

People interested in attending should contact Henry Gurski, Jackson Newspapers, 40 Sargent Drive, New Haven, Conn. 06511. Registration must be by Oct. 6.

ANPA technical activities now based in Reston, Va.

After 33 years in Easton, Pa., the ANPA Research Institute officially closed its doors there June 29. The Association's technical training and research staff and equipment are moving into the addition to The Newspaper Center in Reston, Va.

The address and telephone number for the technical staff are now the same as for other components of ANPA: Box 17407, Dulles International Airport, Washington, D.C. 200041; (703) 620-9500. ☐

Newspapers' capital spending exceeds $800 million

North American newspapers spent more than they expected last year on modernization, plant construction and equipment purchases, an annual survey by the ANPA Research Institute indicates.

The 468 ANPA-member newspaper plants responding to the new survey said they spent $805 million for new equipment and facilities in 1982. In the year-earlier survey, in which 27 more member plants participated, estimated expenditures for 1982 were put at $688 million [presstime, July 1982, p. 49].

The latest survey reveals that 449 U.S. newspaper plants last year spent $781 million for capital improvements: $586 million of it was on new equipment, including $249 million for the pressroom, $68 million for front-end systems, $53 million for business accounting systems and $46 million for mailrooms.

The 19 Canadian plants that responded reported spending $24.3 million in 1982: $21.8 million of it was on equipment, including $7 million on mailrooms and $3 million on front-end systems.

For the current year, the 468 member plants in both countries project capital expenditures of nearly $706 million, all but $15 million of it in the United States.

As the U.S. Department of Commerce noted in its *1983 U.S. Industrial Outlook*, "Capital expenditures by newspaper publishers are approaching $1 billion annually, double the 1977 level."

However, newspapers' capital-expenditure projections for 1983 are 14-percent less than their actual spending level in 1982.

For all non-farm businesses, the Commerce Department in June projected a 3.1-percent decline in 1983 spending for new plants and equipment, compared to 1982.

ANPA RI survey respondents from the United States project $507 million in 1983 expenditures for new equipment. About $222 million is earmarked for pressrooms.

For construction projects, the U.S. newspapers said they expect to spend $181 million—$77 million for new buildings, $41 million for additions to existing buildings and $63 million for modernization of existing buildings. The figure for new buildings is lower than the $104 million spent for this purpose in 1982; but the estimates for additions and modernization projects are higher than the 1982 spending levels of $39 and $53 million, respectively.

In Canada, newspapers expect to spend $14 million this year for new equipment, down from $22 million in 1982; and $1.2 million on overall construction, less than half the 1982 total.

The survey also indicates that U.S. newspapers expect to spend $4.3-million less this year in the composing room, while Canadian newspapers plan to spend $550,000 more.

In both countries, telecommunications is getting more attention:

- Satellite dishes, $3 million spent last year, $8 million estimated for this year.
- Teletext, just under $750,000 spent last year, $930,500 estimated for this year.
- Videotex, $1.6 million spent last year, $1.8 million estimated for this year.

The survey suggests, however, some slippage in the cable television area. Expenditures in this area rose from $5 million in 1981 to $22 million last year, but 1983 spending is estimated at $12 million.

Chart 1—1983 Estimates

	U.S.	Canada	Totals
Newspaper Plants Participating[1]	449	19	468
**Plant Expansion and Modernization*			
New building	$ 76,779,300	$ 12,000	$ 76,791,300
Addition to existing building	40,790,055	125,000	40,915,055
Modernization of existing building	65,238,185	1,017,041	66,255,226
Subtotal	$182,807,540	$1,154,041	$183,961,581
New Equipment			
Cable TV (own)	$ 11,489,400		$ 11,489,400
Cable TV (lease)	483,800		483,800
Satellite dish	7,848,700	35,000	7,883,700
Teletext	930,500		930,500
Videotex	1,817,000		1,817,000
New telephone system	8,451,265	1,350,000	9,801,265
Other telecommunications	1,029,747		1,029,747
Computer—front-end systems	66,324,323	2,896,500	69,220,823
Computer—business accounting	35,417,516	1,643,370	37,060,886
Composing room	9,546,310	1,491,800	11,038,110
Camera platemaking	16,477,516	298,000	16,775,516
Pressroom	221,174,665	1,328,491	222,503,156
Mailroom	54,594,416	1,650,640	56,245,056
Energy management systems	2,984,030	16,758	3,000,788
Newsprint handling and equipment	7,048,336	31,954	7,080,290
Transportation-automobiles and trucks	27,947,634	1,821,000	29,768,634
New furniture and fixtures	16,863,548	765,730	17,629,278
Other	17,067,591	952,000	18,019,591
Subtotal	$507,496,297	$14,281,243	$521,777,540
Estimated Total Outlays	$690,303,837	$15,435,284	$705,739,121

Chart 2—1982 Expenditures

	U.S.	Canada	Totals
Newspaper Plants Participating[1]	449	19	468
Plant Expansion and Modernization			
New building	$103,844,333	$1,200,393	$105,044,726
Addition to existing building	38,549,902	301,135	38,851,037
Modernization of existing building	52,699,409	1,130,128	53,829,537
Subtotal	$195,093,644	$2,631,656	$197,725,300
New Equipment			
Cable TV (own)	$ 21,628,458		$ 21,628,458
Cable TV (lease)	253,240		253,240
Satellite dish	3,251,474	70,482	3,321,956
Teletext	509,082	238,000	747,082
Videotex	1,564,264		1,564,264
New telephone system	4,510,266	122,740	4,633,006
Other telecommunications	37,414,030		37,414,030
Computer—front-end systems	68,455,981	3,085,126	71,541,107
Computer—business accounting	53,623,906	4,928,321	58,552,227
Composing room	13,888,420	841,512	14,729,932
Camera platemaking	16,517,180	221,783	16,738,963
Pressroom	249,100,188	737,674	249,837,862
Mailroom	46,227,933	6,549,302	52,777,235
Energy management systems	2,665,184	90,000	2,755,184
Newsprint handling and equipment	8,995,755	301,872	9,297,627
Transportation-automobiles and trucks	23,584,608	2,188,705	25,773,313
New furniture and fixtures	18,329,413	1,469,021	19,798,434
Other	15,190,868	844,337	16,035,205
Subtotal	$585,710,250	$21,688,875	$607,399,125
Total Outlays	$780,803,894	$24,320,531	$805,124,425

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[1] Figures represent only those ANPA-member plants reporting and not all daily newspapers.

Flexography pioneer describes benefits of this new technology

By Jerry S. DeHimer

When I was considering alternatives to the Providence newspapers' aging Wood letterpress press, I was sure of just one thing: I was not going to go offset.

Now, I'm sure of one other thing: Our future belongs with flexography. It has become a viable and valuable alternative to both letterpress and offset.

We have been running one double-width unit in our newspaper plant since July 1981 and two units since last month. It took us a while to work out some bugs, but since January 1982, the "flexo" units have been producing good quality newspaper consistently. We're so pleased, we print the front page of the Evening Bulletin on it every day.

Simplicity is the key to flexography. The flexo unit is much less complicated than other press units. It contains just two anilox rollers, two plate cylinders and two impression cylinders.

It costs about 50 percent less than an offset unit.

It weighs about half as much as a conventional unit.

It's quieter and produces no ink mist.

It's easy to clean.

Printed waste is drastically reduced because a quality product is produced after a single revolution of the plate cylinder.

It is consistent.

It produces significantly less show-through on a page of newsprint. Because of this, I look forward to someday being able to print on 25-pound-basis-weight newsprint.

The water-based ink we use in flexography also produces a much sharper image because it isn't absorbed in the same way as oil-based ink.

In addition, water-based ink doesn't contain smelly solvents. There's no offsetting, so it doesn't rub off on the reader's hands.

There's no EPA problem with dumping waste ink.

And although water-based ink is now comparable in price with oil-based ink, it should be less expensive in the future [presstime, Nov. 1982, p. 38].

We are producing a product with excellent ink laydown, good solid blacks, sharp line print and halftones that would rival any process.

The plates and the polymers have improved drastically, and our plate tolerances are very acceptable now.

Our platemaking equipment has been modified to accept the new polymers with no production penalties. We're running a thinner plate with higher tolerance that gives us much better reproduction. Plate cost is the same as letterpress.

We have all-magnetic lock-ups for faster plate changes without turning the press over. The production units have more readable controls for the doctor-blade position, the impression readout and the anilox pressure.

I do believe that the inks could use more development work. In deference to the ink manufacturers, however, the plates, blankets, doctor blade and anilox rollers all affect the printed results. In other words, although ink is usually the culprit, the problems encountered in printability need a total system approach.

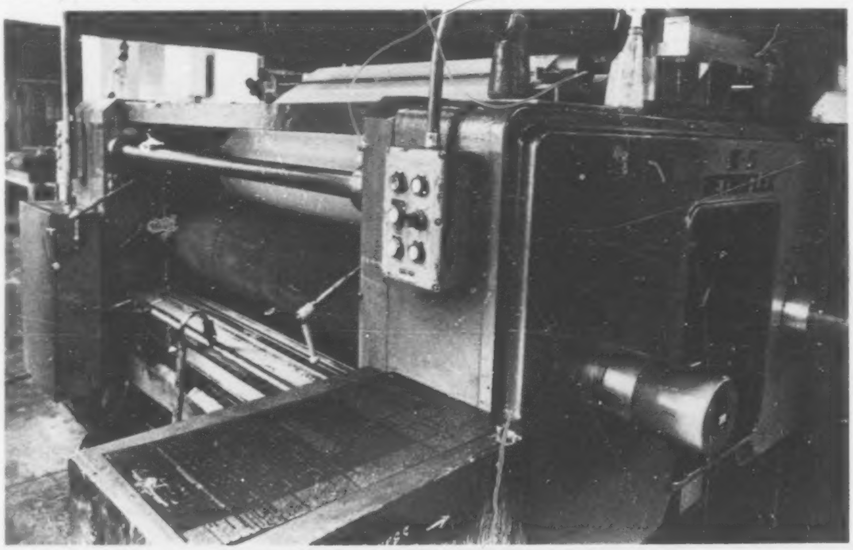
In recent months, some 300 newspaper production executives, some with their publishers, have visited our plant and seen flexo in operation.

Last month, Kidder-Stacy replaced the K-S Metroflex unit with an updated version, and Windmoeller and Hoelscher supplied us with a new flexo newspaper press unit, "Journalflex," designed and manufactured in West Germany.

They have been running on a daily basis, and running well. Each unit has its good and bad points, but, at this time, I would say that both are exceptionally good pieces of equipment. We have a real "horse race" on our hands to determine which is better.

Each will be run daily and tested for three months or so to see which we like best. There are usually some quirks that show up during production-run testing that are not evident at installation time. We would like to know what they are—if there are any—before placing an order.

A word about color: Process color tests have been run in this country as well as Europe. The tests have been conducted using water-based inks, flexo polymer plates, both offset and flexo separations, varied newsprint and different presses. All of the tests have looked very good. Some are better than others, but all are consistent. It appears to me that process color done on a flexo newspaper press will rival heat-set offset in quality in the very near future. ☐



Providence papers recently replaced this Kidder-Stacy "flexo" unit with newer one.

DeHimer is production director of the Providence (R.I.) Journal and Bulletin. He made this speech June 13 at the ANPA Operations Management Conference & Exposition in Las Vegas.

Study shows inflation's bite on papers

By B. E. Wright

Between February 1980, when the U.S. government's composite index of coincident business indicators turned down, and late 1982, when the index bottomed out, U.S. businesses were affected by the longest down cycle in economic acitivity since World War II.

How did the typical daily newspaper fare during this period of economic contraction? Did it exhibit the failings of many of America's mature industries in the face of competition and economic adversity? Or, did it continue to show an ability to change, to adapt?

The accompanying table details operating statistics for a typical newspaper of 50,000 circulation for years 1979, 1980, 1981, and 1982. The first year is the last full year prior to the recession. Data for the table were derived from the Inland Daily Press Association's annual Cost and Revenue Study data base.

The table, expressed in current dollar values, indicates that total revenue increased by 21 percent over the four-year period. At the same time, expenses increased by 24 percent, operating profit increased by 5 percent and operating margins declined from 18 percent to 16 percent. These apparent conclusions tend to oversimplify the recession's real impact on the community newspaper.

Between 1979 and 1982, inflation increased by 33 percent. In general, community newspapers have been able to pass inflationary increases along to their customers. However, by 1980 the typical 50,000-circulation newspaper was selling its services to advertisers and subscribers at the lowest, real-dollar rates in 22 years.

When the data in the table are restated in constant dollar terms, total revenue shows an 8 percent decline over the four-year period. Similarly, total expense declined 5 percent, and operating profit dropped 20 percent.

The recession had an uneven impact on the typical newspaper's revenue elements. In real dollars, local advertising revenue was down 7 percent over the four years, national was up 5 percent, classified was down 26 percent, preprint up 11 percent, and total advertising was down 9 percent. Circulation revenue dropped 3 percent.

Rate decisions were more aggressive beginning in 1981, and some of the ground lost to inflation in earlier years was regained. These decisions, in turn, aided the newspaper's control of expense so that the real dollar expenditures for labor declined 7 percent while newsprint expense declined 5 percent. The typical, 50,000-circulation daily delivered 7,258 pages of reading to its subscribers in 1982, or 150 more pages than in 1979. During the four-year period, the percentage of total space devoted to advertising dropped from a long-term level of 55 percent to 50 percent.

Payroll expense used 34 percent of every revenue dollar in 1979. This rate remained unchanged in 1982.

Participation in the Inland Daily Press Association's annual Cost and Revenue Study is available to any daily newspaper in North America. Arrangements for participation may be made at any time by contacting Pat Sherred at Inland's Chicago office (312) 440-1230. ☐

Wright is president of BEW Consulting, Decatur, Ill.

Typical 50,000 Circulation Newspaper

($000 omitted)

	1979	1980	1981	1982
Revenue				
Advertising				
Local	$ 4,259.6	$ 4,662.2	$ 4,984.0	$ 5,160.5
National	447.6	540.1	594.4	612.5
Classified	1,774.9	1,764.7	1,823.8	1,723.8
Preprint	633.3	728.8	847.0	922.6
Total	$ 7,394.2	$ 7,958.1	$ 8,536.1	$ 8,804.3
Circulation	1,951.1	2,137.5	2,307.6	2,463.8
Total Revenue	$ 9,519.7	$10,298.8	$11,075.3	$11,507.0
Expense				
News-Editorial	$ 1,049.5	$ 1,152.7	$ 1,246.9	$ 1,311.8
Circulation-Distribution	976.7	1,112.4	1,169.3	1,271.9
Advertising	624.9	676.6	730.7	779.6
Production	1,058.1	1,079.7	1,142.3	1,177.2
Newsprint	1,675.5	1,868.4	2,024.1	2,051.4
General and Administrative	2,199.3	2,406.9	2,617.3	2,844.2
Total Expense	$ 7,782.6	$ 8,488.9	$ 9,169.8	$ 9,682.6
Operating Profit	$ 1,737.1	$ 1,809.9	$1.905.5	$ 1,824.4
Operating Margin	18.2%	17.6%	17.2%	15.9%

Herald Examiner tests new Sunday paper

The Los Angeles Herald Examiner is testing a new Sunday newspaper, the Los Angeles Herald, as a possible replacement for the existing Sunday paper.

Starting in June, copies of the 72-page, five-section newspaper were delivered free to 10,000 households representing a cross-section of Los Angeles County, according to Neil S. Hayden, president and chief operating officer of the newspaper. The test edition will be delivered to the homes for six weeks.

The Herald Examiner plans to study reader reactions to determine the Sunday paper's appeal, its potential price and its possible delivery methods.

Advertising in the Sunday newspaper—described in one trade magazine as stylish, upscale and filled with offset-printed, full-color art—was run free of charge for advertisers who were willing to create special ads for the new edition. ☐

Dispatch says JOA must change or end in Columbus, Ohio

The Columbus (Ohio) Dispatch said it does not plan to renew—at least in its current form—the joint operating agreement with the Columbus Citizen-Journal when it expires Dec. 31, 1985.

John F. Wolfe, president of the Dispatch Printing Co., said "trends and changes in publishing make it impossible to extend the existing agreement. We have made no final plans, although we have begun to explore the options that will be available to us in 1986."

Company officials would not be more specific. However, there was speculation that the Dispatch, an evening newspaper that handles all operations except editorial for the morning Citizen-Journal, may want to move to morning publication.

Wolfe made his remarks in a statement published by the Dispatch June 1. The next day, Scripps-Howard Newspapers, publisher of the Citizen-Journal, responded with an article saying that "whatever the outcome" of talks in progress with the Dispatch, Scripps-Howard intends to "continue to serve the Columbus community with a strong, high-quality newspaper."

Edward W. Estlow, president and chief executive officer of Scripps-Howard, said he had no knowledge of or comment on speculation that the Dispatch wants into the morning market. However, Estlow said the morning slot is "of considerable value to us" and "we intend to protect" it.

Terms of the Columbus JOA provide that either side must give at least two years' advance notice if it intends to modify or terminate the contract.

Under the 1970 Newspaper Preservation Act, joint operating agreements permit limited antitrust immunity for competing newspapers to merge all operations except editorial when one of those newspapers is in danger of financial failure. The Columbus agreement, entered into in December 1959, is one of 22 JOAs that was in effect when the act was passed.

The most recent JOA was formed May 23 between the Seattle Post-Intelligencer and The Seattle Times [presstime, June 1983, p. 48]. Opponents have vowed to appeal to the U.S. Supreme Court. ☐

Newspaper notes

Creditors of The Columbian of suburban Vancouver, British Columbia, June 14 accepted a proposal of the 122-year-old newspaper to **restructure its debts.**

The newspaper company, which owns five weeklies and a commercial printing division in addition to the daily, has liabilities of about $7.3 million and assets of between $5.5 and $6.5 million, according to General Manager Victor D. Barber.

Under the agreement, 50 percent of the debts will be paid off over a three-year period, and the balance will be paid off within five years thereafter.

Barber said that up to 25 percent of the company's stock will be offered to employees. About 35 of the newspaper's 209 employees are voluntarily working shorter weeks, he said.

If the proposal had not been accepted, the newspaper "in likelihood" would have folded, Barber said.

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A six-month-old, free-circulation newspaper distributed twice a week to 75,000 homes in and around Albuquerque, N.M., has been closed by the Meredith Corp.

The Des Moines-based company had hoped the **New Mexico Sun,** which had a 50:50 news to advertising ratio, would attract enough subscribers and advertisers to evolve into a paid-circulation daily [presstime, Dec. 1982, p. 44].

Albuquerque already has two daily newspapers, however, and advertising support for the Sun did not develop as hoped.

Despite the Sun's closing on May 17, Meredith continues to operate Modern Press Inc., an Albuquerque commercial printing plant, as well as a number of media properties elsewhere.

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While the number of U.S. newspaper groups decreased by one in the past year, the number of **group-owned daily newspapers** increased by 10.

According to the annual tabulation by Morton Research, 160 groups now own 1,169—or 68 percent—of U.S. dailies, compared with 161 groups that owned 1,159—or 67.6 percent—of the dailies last year [presstime, May 1983, p. 59].

Washington, D.C.-based Morton Research, which is affiliated with the New York brokerage firm of Lynch, Jones & ryan, also reported that total circulation of the group-owned dailies is 47.4 million, representing 76.2 percent of total daily circulation, up from 74.2 percent last year.

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The former head of a fruit processing firm has been named the **first chairman of British Columbia's newly formed press council** [presstime, Jan. 1983, p. 29]. Ian Greenwood, formerly of B.C. Tree Fruits Ltd. and Sun Rype Products Ltd., is now setting up an office and hiring staff for the council. He retired from the fruit industry late last year.

Meanwhile, Multiculturalism Minister James Fleming told a recent meeting of the Organization of News Ombudsmen in Montreal that his proposal for a federal press council will be dropped only if recently established provincial councils prove an effective alternative [presstime, April 1983, p. 55].

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A revised edition of "**Guidelines for Newspaper Libraries**" has been published by ANPA Foundation.

An example of the updating is the expanded chapter on newspaper library automation [presstime, Dec. 1982, p. 4]. Among other topics covered are starting a newspaper library, in-house training, filing systems, clipping collections and microfilming.

The manual is in loose-leaf notebook form. Copies are $20 each with the loose-leaf binder, $15 without the binder. To order, contact ANPA Foundation at The Newspaper Center, Reston, Va.

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The San Francisco Examiner and Chronicle are "trying to work out accommodations" on a department-by-department basis to comply with the city's **new ordinance regulating smoking in the work place,** said Lee H. Clark, vice president/personnel and industrial relations for the San Francisco Newspaper Agency. The ordinance, scheduled to take effect in September, states that if employees are allowed to smoke in the work place, nonsmokers must be satisfied that smoking is not affecting them. ☐

ANPA's main membership man

After two decades on the road, Harry Edwards is headed home

When then-ANPA General Manager Stanford Smith interviewed Harry W. Edwards back in 1963 for the job of recruiting and keeping Association members, one quality impressed him:

"He was the only candidate who didn't come in and tell me he knew everything there was to know about newspapers," Smith recalls. "He told me, 'I can do this job, but I don't know anything about the newspaper business.'"

Instead of approaching publishers as someone with all the answers, Edwards has spent the last 20 years perfecting a low-key approach of showing an interest in people, listening to what they have to say and doing his homework.

Not surprisingly, research is a longtime hobby of Edwards, and it is one he hopes to pursue further following his July 1 retirement from the post of ANPA director of membership development [presstime, May 1983, p. 65]. During Edwards' 20 years with the Association, membership has grown from 871 to a peak of 1,426 in 1981, and hovers around 1,400 today. The Association has averaged more than one new member per week since 1963.

But signing up new members was only part of the job. "His calls on present members were at least as important, if not more so," Smith says. As newspaper executives are promoted or change jobs, there is a continuing need to make sure new people are acquainted with the Association and its range of activities, Smith points out. "Harry always had a lot of suggestions on how to use the services of ANPA."

Over the years, he wore a number of hats at the Association. Edwards helped begin the tradition of an Association luncheon at ANPA Conventions and planned the first ANPA Dinner/Dance. The highlight of his meal-planning role came at the 1974 Convention in New York City when he put together a gala charity benefit-dinner hosted by Ed Sullivan and featuring a number of show-business luminaries. "That was a fantastic evening," he says.

A 1940 graduate of the University of Minnesota, Edwards joined the U.S. Marines and spent much of World War II in the South Pacific. After the war, his 21-year career as a Marine Corps officer allowed him to pursue two of his outside interests, travel and writing, mostly occasional articles for military magazines. He retired from his last Marine Corps job, director of the Marine Corps history program in Arlington, Va., as a lieutenant colonel in 1962. After a stint helping to plan the 1963 World Food Congress as executive director of the American Freedom from Hunger Foundation, he was hired by ANPA.

His Association job required him to travel much of the year. Typically, he would leave the office Monday, fly to a particular area of the country, rent a car, visit newspapers in the region all week, and fly home to be with his family on weekends. He figures he logged more than a million miles traveling on ANPA business and has visited virtually every daily newspaper in the United States and Canada, and on the offshore islands.

He had a close brush with death on one trip. In 1978, during a visit to newspapers in St. Croix in the Virgin Islands, Edwards found himself unable to obtain a seat on an overbooked flight to nearby St. Thomas. An airline clerk later told him the company almost bumped another passenger to get Edwards on the plane. After all, it was being piloted by Charles F. Blair, a famous aviator who was married to Maureen O'Hara, the actress and sister of Edwards' wife Margot. But Edwards decided to await a later flight; the plane crashed in the ocean, killing a number of passengers and Blair, who had founded the airline.

Harry W. Edwards

Despite that, Edwards still enjoys travel and hopes to continue to see the world on private jaunts, such as the annual visit to Margot's native Ireland every summer.

Aside from travel and home chores, Edwards says he hopes to improve his golf game, delve into more historical research, and, after years of learning smatterings of a variety of languages, become fluent in Spanish. □

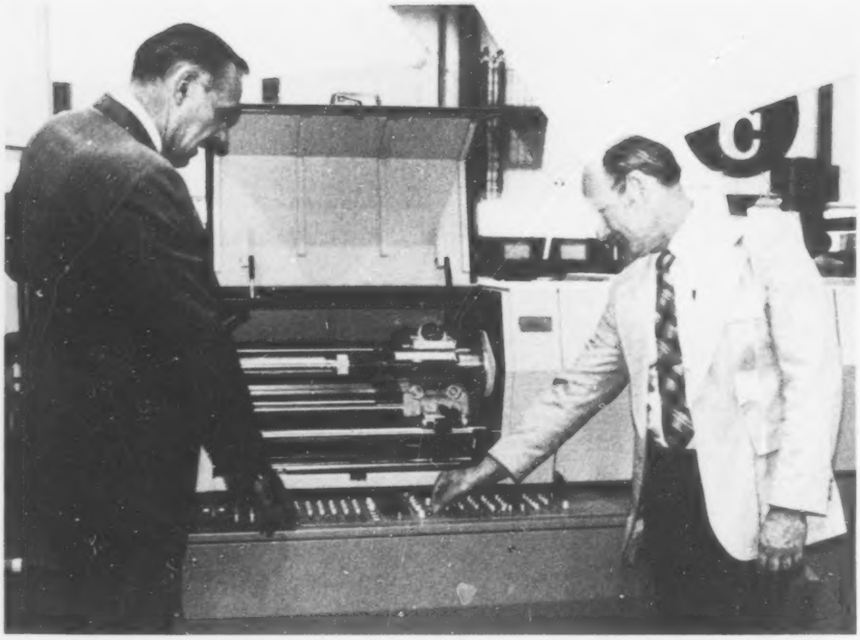
Mark Daly named to succeed Edwards

ANPA's new membership director, Mark Daly, will begin work in mid-July, according to Executive Vice President Jerry W. Friedheim. Daly will succeed Harry Edwards, who retired July 1 after 20 years of ANPA service.

Daly has been with Abitibi-Price Sales Corp. since 1969 in a variety of sales and marketing posts in Ohio, Michigan and Georgia. He is now a senior sales representative working from Atlanta. His wife Sue and son Matthew will move with him to the Reston, Va., area. He also has three daughters.

"We are most fortunate," Friedheim said, "that Mark is available to assume these important liaison duties with ANPA-member newspapers and with newspaper executives throughout North America. His knowledge of the newspaper business and his wide acquaintance within the business will be particularly beneficial as he helps to assess, expedite and improve ANPA services and to attract new member newspapers."

Daly will be based at The Newspaper Center in Reston but will travel regularly, as Edwards did, to visit newspapers and to participate in newspaper meetings. Before joining Abitibi-Price, he worked for Schering-Plough Corp. in Dayton, Ohio, and was active in educational and commercial radio and television. He is a graduate of the University of Cincinnati. □



Charles E. Sack (left), president of HCM Graphic Systems Inc., and ANPA Manager/Technical Training Arthur M. Boudreau examine a HELL Chromagraph 399 multicolor and laser scanner. HCM, a North America manufacturing and marketing agent for HELL products, is donating a $200,000 Model 399 scanner to ANPA for use at its new technical facility.

Foundation agenda set for rest of year

The ANPA Foundation Executive Committee June 13 approved grants to support these projects for the remainder of 1983:

- A Foundation-sponsored seminar on research for newspaper editorial personnel—$6,000
- The American Society of Newspaper Editors' new minority affairs staff position [presstime, June 1983, p. 20]—$5,000, with consideration of continued funding at up to $10,000 per year
- The Washington Journalism Center's program of conferences for journalists—$1,000
- Empire State College's degree program in newspaper circulation management [presstime, June 1983, p. 23]—$1,000
- Computerization of survey results for the University of Missouri report, "Taking Stock: Women in Media 20 Years before the 21st Century"—$1,000.

The Executive Committee also decided to provide administrative support for the Wells Award for leadership in providing minority employment in journalism. ☐

New members

Washington Missourian

The Missourian Publishing Co., Washington, Mo., also publisher of The Citizen (combined circulation 17,596). James L. Miller Sr., publisher.

Claremore Daily Progress

Claremore, Okla. (circulation 6,339). Donn R. Dodd, general manager.

The Middlesboro News

Middlesboro, Ky. (circulation 7,368). Earl Burchfield, publisher.

Battleford Telegraph

Battleford, Saskatchewan (circulation 3,160). W. R. Warwick, publisher.

Attendees rate highs and lows of Convention

The presentation on "Megatrends Afecting Our Future" by social forecaster John Naisbitt was rated most valuable by attendees at ANPA's Convention in April.

According to a post-Convention survey returned by 175 participants, other highly rated sessions were President Reagan's appearance at the Annual ANPA Luncheon; the Newspaper Advertising Bureau session, "Newspaper Power—Selling It in '83"; the Convention Keynote Breakfast featuring ANPA Chairman and President William C. Marcil, New York Mayor Edward I. Koch and Sen. Daniel Patrick Moynihan (D-N.Y.); the clinic, "Preprint Advertising: New Challenges and Opportunities"; and the presentation on "Microtrends Today."

The annual business meetings of ANPA and NAB were rated least significant by participants, who also gave low ratings to the clinic, "Three Approaches to Pagination."

Convention planners were urged to repeat or expand upon sessions on "Newspaper Circulation Sales Strategies," "Preprint Advertising: New Challenges and Opportunities," "How Our Competitors Sell Against Newspapers" and "Megatrends Affecting Our Future."

Respondents said topics that should be part of future Convention programs include cable television and other electronic publishing matters, "marriage mail," labor relations, newsprint conservation, advertising sales strategies, readership trends and pricing.

Several participants complained of the high prices for meal events, but others stated the New York City meeting will be hard to beat.

New Orleans once again led the list of requested sites for future Conventions at cities not currently scheduled. The current Convention schedule is 1984, Montreal; 1985, Miami Beach; 1986, San Francisco; 1987, New York City; 1988, Honolulu; and 1989, Chicago.

The survey results will be used to help the 1984 Convention Arrangements Committee plan next year's Convention. ☐

speeches

Gary G. Gerlach

Patricia Mann

Reid Ashe

Cyrus H. Favor

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center,. Box 17407, Dulles International Airport, Washington, D.C. 20041:

From the 36th Congress of FIEJ, the International Federation of Newspaper Publishers, London, May 24-28:

- **Cable Television—Newspaper Programming.** Robert M. White II, editor and publisher, Mexico (Mo.) Ledger.
- **The Newspaper We Make.** Gary G. Gerlach, president and publisher, Des Moines (Iowa) Register.
- **Circulation Trends and Forecasts: What Types of Newspapers are Increasing or Declining in Circulation.** David English, editor in chief, Daily Mail, London.
- **Freedom of Commercial Communication.** Patricia Mann, vice president, J. Walter Thompson Co. Ltd., London.

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- **The Future is Here, Apparently to Stay.** Reid Ashe, editor, The Jackson (Tenn.) Sun. American Society of Newspaper Editors annual convention, Denver, May 9.
- **Circulation Career Education.** Cyrus H. Favor, creative director, Circulation Research Group of Hickey-Mitchell Co., St. Louis. Inaugural dinner for newspaper circulation management program, Empire State College, Rochester, N.Y., May 20.
- **Relations Between the Press and the Intelligence Community.** William J. Casey, director, Central Intelligence Agency. Edward Weintal Prize ceremony, Georgetown University, Washington, D.C., April 13.
- **Statement of Thomas E. Wheeler,** president, National Cable Television Association, Washington, D.C. House Subcommittee on Telecommunications, Consumer Protection and Finance, Washington, D.C., May 25.
- **Beyond Cable Television: Alternatives in the New Media Marketplace.** Raymond B. Gallagher, president, TeleMedia International Inc., London. International Newspaper Color Association-International Federation of Newspaper Publishers Research Association Symposium on Cable Television and Beyond, Frankfurt, West Germany, April 12.

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From the ANPA Annual Convention, New York City, April 25-27 (in addition to the speeches listed in the May edition of presstime, p. 66):

- **Preventing Sexual Harassment.** Adele Scheele, King Features columnist.
- **Beyond the Trends—Working Smarter.** Mortimer Feinberg, chairman, BFS Psychological Associates Inc., and professor emeritus, Baruch College, New York.

ANPA calendar

July

ANPA Labor and Personnel Relations Conference pre-planning session
The Newspaper Center, Reston, Va., July 22

August

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education Committee meeting
Oregon State University, Corvallis, Ore., Aug. 6

ANPA Labor Relations Seminar
L'Enfant Plaza Hotel, Washington, D.C., Aug. 22-24

ANPA/National Association of Broadcasters/Libel Defense Resource Center Libel Defense Workshop
Hyatt Regency O'Hare, Chicago, Aug. 25-26

September

ANPA Executive Committee meeting
The Washington Post Co., Washington, D.C., Sept. 7

ANPA Readership and Marketing Committee meeting
Vista Hotel, Washington, D.C., Sept. 12

ANPA Management Development Workshop
Bellevue Stratford Hotel, Philadelphia, Sept. 12-16

ANPA technical committees' meetings
The Newspaper Center, Reston, Va., Sept. 13-15

ANPA Board of Directors meeting
Bonaventure Hotel, Montreal, Sept. 21-22

ANPA Training Committee meeting
Southam Inc., Toronto, Sept. 23

ANPA Foundation Newspaper in Education Committee meeting
The Newspaper Center, Reston, Va., Sept. 26-27

ANPA Labor and Personnel Relations Committee meeting
Capital Hilton Hotel, Washington, D.C., Sept. 27

ANPA Government Affairs Committee meeting
Capital Hilton Hotel, Washington, D.C., Sept. 27-28

October

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Hotel Washington, Washington, D.C., Oct. 3-5

ANPA Telecommunications Committee meeting
Hyatt Regency Washington, Washington, D.C., Oct. 4-6

ANPA Foundation NIE Instructor Training Seminar
Airlie House, Airlie, Va., Oct. 5-8

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee mee [illegible]
Four Season [illegible] ancouver, British Columbia, Oc [illegible]

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ANPA/International Newspaper Promotion Association Promotion Managers Workshop
Holiday Inn Lakeshore, Chicago, Oct. 24-26

ANPA/Newspaper Advertising Bureau Telecommunications Symposium
Amfac Hotel, Dallas/Fort Worth Airport, Oct. 25-27

[illegible]
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presstime

The Journal of the American Newspaper Publishers Association

August 1983

A 2350-2B 8/5/83

The Preprint Predicament

SUMMER
Announcing: The semi-annual Sale at Brookstone
July 7–9
We invite our preferred customers to take advantage of our courtesy days.
July 10–30
Sale Open To The P
In addition to our Tysons Corner store our newest store is now open at the Fair Oaks Shopping Center in Fairfax, VA
Another great Brookstone store will be opening soon at 1140 Connecticut Avenue in downtown Washington.
ughlove — It teaches parents to stand firm
Gazette
— Published continuously since 1822 —
Commut
for
By LINDA VAN BANDT
ps down:
impact on mall's development'

chairman's corner

Planning should begin now for conversion to new ad sizes

As you know, the boards of directors of ANPA and the Newspaper Advertising Bureau have endorsed the proposal of the Working Committee on Advertising Standards. The boards took this action after more than 90 percent of the newspapers responding to a survey indicated they were in favor of the proposal and would make the necessary adjustments at their newspapers to conform to the new standards.

William C. Marcil

If your newspaper voluntarily adopts the new standards, there may be significant changes that must be made in various departments in order to be ready for the July 1, 1984, introduction of the standards. For example, you may need press parts in order to narrow your web, or computer programs may have to be altered in order to convert your records and billing from the agate line to the inch. Some of those changes may require long lead times.

The Working Committee recommends that newspapers form an advertising standards conversion committee made up of a member of each of your operating departments. That committee should be formed now and be asked to construct a detailed timetable showing each step required to have your newspaper fully conform to the new standards by next July 1.

To help you with the conversion, the Committee, working with ANPA and NAB, has prepared an information package on the new, voluntary, Standard Advertising Unit system. It explains once more what the system is and is not, and what impact it may have on the various departments of your newspaper; it also provides a timetable for your conversion committee to work with.

Copies of this information package have been mailed to newspapers across the country by ANPA and American Newspaper Representatives Inc. The Newspaper Advertising Sales Association and the International Newspaper Advertising and Marketing Executives also have been furnished copies for their members. If you have not received one, please let us know.

Frank Stanczak of ANPA (703-620-9500) will be available to help with questions relating to production matters, and Charles Kinsolving of NAB (212-557-1850) will be available to help with questions relating to advertising.

The Working Committee urges that you start work immediately on the issues involved in preparing your newspaper for the conversion. You may find that the lead time required for press or computer-program changes is significant. Some newspapers have already discovered that the time remaining is barely sufficient for the change.

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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Preprints

Are they a blessing? A curse? Probably both. And they're here to stay.

By Margaret Genovese
presstime staff writer

Until two years ago, The Daily Nonpareil was, indeed, without peer in distributing preprinted advertising supplements for the grocery stores in its Council Bluffs, Iowa, circulation area.

Then a commercial printing company located in nearby Omaha, Neb.—and owned by the Omaha World-Herald Co.—started a service of packaging the advertising circulars of several advertisers and putting them into the mail.

The 19,282-circulation Council Bluffs paper couldn't beat the rate and the reach the printer offered for this so-called "marriage mail" or "shared mail" service, and by last fall the Nonpareil had lost all of its grocery preprint accounts.

But while some newspapers like the Nonpareil are losing their preprints to marriage mail and other delivery means, preprint volume in U.S. daily newspapers overall continues to grow—although at a lower rate than in the last decade. Last year, U.S. dailies carried almost 30 billion preprints.

These contrasting developments have newspapers moving in several directions. At the same time they are fighting for higher third-class postal rates to stave off the marriage-mail threat, many newspapers are becoming big marriage mailers themselves. And at the same time they are aggressively seeking out preprint business, they are trying to get advertisers out of preprints and back into run-of-paper advertising.

Why the pursuit of preprints, anyway? After all, newspaper analyst John Morton calls them "an invidious influence on the newspaper business" because they divert advertising from ROP, and most publishers probably would agree.

The reason is that even though preprints are not the form in which newspapers would prefer their advertising, they accounted for 10.5 percent of dailies' display ad revenues last year, they are part of many major advertisers' media mix now and for the foreseeable future, and publishers are not about to concede this billion-dollar business to the competition.

The multi-colored, many-sized preprints that contribute to the heft of today's papers have their origin at the Star-Courier in Kewanee, Ill., according to officials of Lee Enterprises Inc., which owns the paper. It all began with a chance meeting in 1933 between the district manager for Montgomery Ward & Co. and the newspaper's ad manager, W.H. Harper.

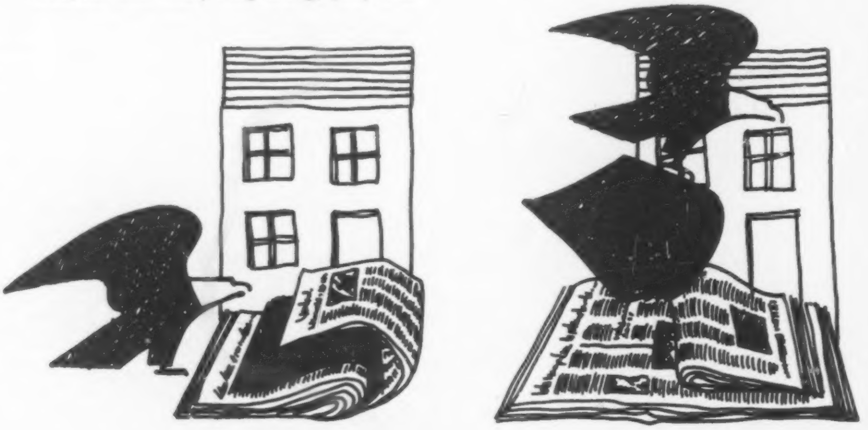
Fifty years later, Mail-o-graph Inc., the advertising printer spun off by the newspaper in 1941 and sold in 1957, is still doing business with Montgomery Ward. W.H. Harper is its president.

Despite that early beginning, preprints were an insignificant part of the newspaper advertising business for years. It wasn't until the late 1950s and early 1960s that preprints began to take off, according to James H. Hollis, vice president in charge of the Newspaper Advertising Bureau's Insert Division.

The trend started "because some newspapers had insufficient capability to offer the color and high quality printing that new advertisers on the scene, such as discount stores, felt was needed to properly demonstrate their values and discount quality," says Hollis, who was advertising manager of K mart Corp. before joining NAB in 1971.

In addition to these advantages over ROP, preprints allow multiple-store retailers to exercise central control over merchandising and to realize cost savings from long press runs.

Last year, retail advertising made up 85.1 percent of preprint volume. Discount



stores continue to be the major preprint users, followed by large food chains, retailers like Sears, J.C. Penney and Montgomery Ward, and full-line department stores.

In the early 1970s, advertisers of national packaged products got into the preprint business, some with cents-off coupons. Like the retailers, national advertisers were attracted by inserts' color and printing quality. With preprints they could display their packages in full color—just as they appear in the store.

Adverse effects. But the growth of preprints soon brought problems.

"When preprints started, most newspapers tended to view this as pretty good incremental business, and I emphasize incremental," says Jerome S. Tilis, senior vice president of Philadelphia Newspapers Inc. "They weren't printing the product, weren't using newsprint, but would get this product to basically distribute concurrently" with the newspaper. "Then what started to happen is that it was no longer incremental; it was *instead of* ROP."

Alberto Pacheco

A switch from ROP to preprint means a major loss of revenue for a newspaper. As Tilis suggested, the newspaper usually gets only the inserting business, not the printing contract. The newspaper ad bureau estimates that of the $2.519 billion advertisers spent on newspaper inserts last year, only 45 percent went to newspapers for carrying the preprints; 55 percent went to commercial printers, although some of them have newspaper affiliation.

An even greater financial worry is that the move to preprints can mark the beginning of the "weaning" of advertisers from newspapers, Tilis says. "As you become a free-standing, self-contained advertising message, you now have alternatives to distribution." The alternatives come in a variety of forms: weeklies, shoppers, door-to-door delivery and the mail.

For editors—and many publishers—the biggest concern of all is the effect the flow of advertisers from ROP to preprints ultimately will have on the newshole. When ROP advertising declines, under the traditional method of adjusting newshole to reflect ROP linage, it follows that there will be a shrinking newshole.

If those are the concerns, what has been the actual effect of preprints on newspapers' financial viability and newshole?

According to industry watchers, there has not been a major effect on either thus far, but the concerns remain.

On the financial side, "it all depends on what percentage of advertising moves out of ROP into preprints," says Edward E. Dunleavy, a vice president at Salomon Brothers Inc, a New York City institutional brokerage firm. "I don't know what the magic line is, but it has been clear from the start that preprints generate less absolute profit and a lower return on investment given the fixed-plant nature of the industry." When the "magic line" is reached, says Donleavy, newspapers are not going to be generating enough revenue to cover all of their costs.

Analyst Ellen Berland Gibbs, vice president of New York City investment banking firm Goldman, Sachs & Co., concurs that the threat to the financial base would come from "a potentially unprofitable situation in which too high a percentage of what is distributed with the daily newspaper would be printed outside." Although, like Dunleavy, she does not know what the danger point is, she believes the situation is "worth monitoring."

On the editorial side, NAB Executive Vice President Leo Bogart told the Associated Press Managing Editors Association last November that "overall, newspaper advertising has continued to grow and to create additional ROP advertising pages at a rate that offsets the conversion into inserts." He repeated at last April's ANPA Convention that "nothing bad yet" has happened to the newshole.

NAB statistics show that in four of the last dozen years ROP linage did not match the previous year's performance. 1982 was one of them, as ROP linage declined an estimated 3.7 percent. The other years were 1980 (-0.3 percent), 1975 (-5.5 percent) and 1974 (-0.9 percent). Preprint volume (in terms of numbers of pieces) increased in each of those years, as it has in every year since 1970, when NAB began keeping such statistics. (See chart, p. 6.)

Newspaper analyst Morton, who is affiliated with the New York brokerage firm of Lynch, Jones & Ryan but who operates from Washington, D.C., agrees that the shift from ROP to preprints has not yet had a "measurable" impact on the newshole, although he adds, "I've talked to enough editors who have complained about it." Morton says the smaller the newspaper the greater the problem, with the large metropolitan newspapers more able to generate additional ROP advertising to make up for the linage lost to preprints.

Witness Howard Publications, a group of 20 small- to medium-sized dailies. President Robert S. Howard says when ROP linage slipped, his papers adjusted the advertising:news ratio from 60:40 to 45:55 in order to maintain a decent newshole.

Leo L. Kubiet, advertising director for the St. Petersburg (Fla.) Times and Evening Independent and president of the International Newspaper Advertising and Marketing Executives, says "a good case" can be made for factoring preprints into the advertising:news equation.

APME President Joseph M. Ungaro, vice president and executive editor of Westchester Rockland (N.Y.) Newspapers Inc., says declines in ROP linage have caused some newspapers to establish "minimum newsholes"; that is, minimum numbers of news columns for the day, the month and the year. Determining this news budget is a "significant policy judgment" for the publisher to make on the basis of news needs and "overall economics," he says.

Even at papers where it has not become an active issue there is concern. "I don't think any of us wants to end up being just the world's largest envelope," says Robert D. Ingle, executive editor of the San Jose (Calif.) Mercury News.

But Ingle does not believe the "envelope" scenario will be played out. He believes that preprint advertisers eventually will decide ROP is their best buy. Some other newspaper executives feel there is a large base of ROP advertisers whom preprints will not attract; they believe preprints will not have a long-term effect on ROP.

The competition. At the same time newspapers are worried about problems stemming from the numbers of preprints flowing into newspapers, they must also contend with another major threat—the loss of preprint business to competitors.

Of the various successful bidders for preprinted advertising supplements, mail delivery provides an estimated 75 percent of dailies' competition, with the other 25 percent supplied by weeklies and shoppers. Alternate delivery—so-called "door knob hangers"—is very big in a few markets but is not considered a major competitive threat.

Direct mail has been viewed by the newspaper business as a potential competitor for at least a decade, but NAB's Hollis traces the current concern to Jan. 28, 1979. That was when the U.S. Postal Service began offering third-class mailers a 1.5-cent discount off the regular 8.4 cents it charged to carry a "piece" of third-class bulk mail weighing less than 3.28 ounces and presorted by carrier routes.

Since that time, Hollis points out, third-class mail volume has climbed, while newspaper preprint growth has leveled off.

The publisher of The Daily Nonpareil in Council Bluffs, A. Richard Gross, says the Omaha World-Herald Co. entered the marriage-mail business in his market after the USPS adjusted third-class rates on March 22, 1981. The per-piece rate of third-class mail rose to 10.4 cents, but the discount for presorting also increased, to 4 cents per piece, as did the weight limit for mail qualifying for the lowest rate, to 5.04 ounces. The effect of these adjustments was to reduce from 6.7 cents to 6.4 cents the per-piece cost of presorted, third-class mail weighing nearly two ounces more than the previous limit.

Although those rates did not stick, they sparked the marriage-mail phenomenon, according to Don S. Allen, general manager of the Postal Service's Rate Development Division. The combination of the rate reduction and the increase in the allowable weight "provided a psychological impetus, it seems, in the [illegible] market," Allen says. "There were some big third-class mailers out there who thought there must be a way to make a dollar" out of the new rates. They decided, he says, to push with "new vigor" a concept that had been around for a while, combining several advertising circulars into one unit of third-class matter.

Even though the carrier-presort rate went up to 7.9 cents before becoming permanent at 7.4 cents last May 22, and the weight "break point" fell to 3.88 before settling at 3.91 ounces, mailers found it "didn't much matter" because the marriage-mail idea had caught on, according to Allen.

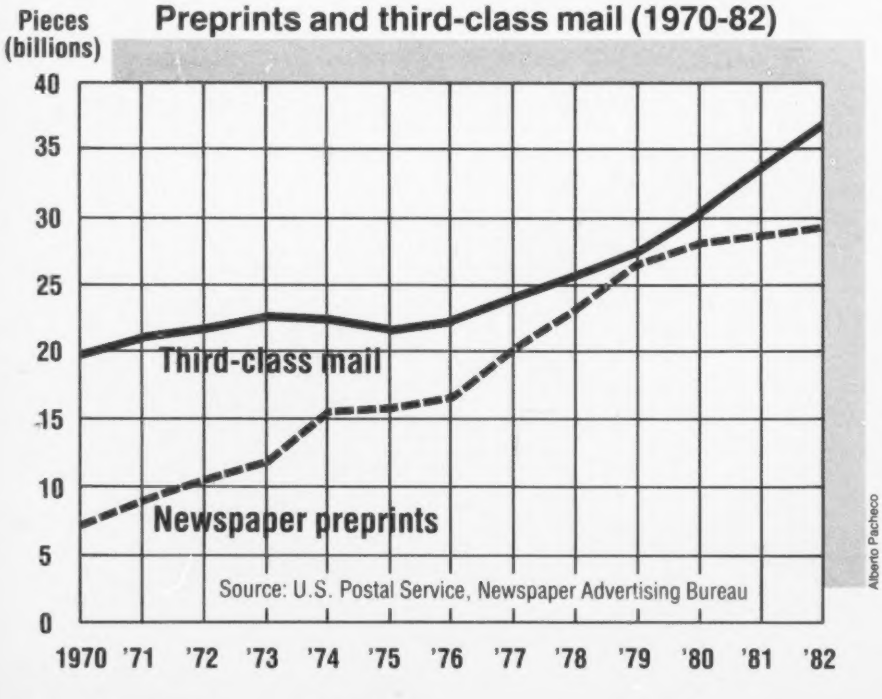
During the last rate case, the ANPA/NAB/National Newspaper Association Joint Postal Task Force opposed lower third-class rates, despite the fact that many publishers like the World-Herald Co. have gotten into the marriage-mail business themselves.

ANPA Vice President and General Counsel W. Terry Maguire says this involvement has not complicated a newspaper industry position on postal rates. "We have operated on the basis that most newspapers' entry into third-class mail has been undertaken as part of a defensive strategy, and that strategy has developed as a result of unfairly low third-class rates. . . . We do not believe that bringing third-class rates and the classification scheme that determines how those rates are to be applied into a fairer balance would disadvantage any newspaper substantially."

(The Postal Service Board of Governors said in early July that the next general rate adjustment will not take place until October 1984 at the earliest. Newspapers, of course, will be watching not only what happens to third-class rates but to those for second-class—the category under which newspapers are mailed to paid subscribers.)

Interestingly, the marriage-mail boom has not yet crossed the border into Canada.

The general manager of the Canadian Daily Newspaper Publishers Association, John E. Foy, says Canada's post office has made known its intention to go after the preprinted-ad business, but to date,


Preprints and third-class mail (1970-82)

Source: U.S. Postal Service, Newspaper Advertising Bureau

Alberto Pacheco

there has been little evidence of it.

Foy says Canadian newspapers are reporting ever-growing preprint volume.

Pricing, legal problems. Lower third-class rates are not the only thing U.S. newspapers have to blame for bringing on the competition for their preprints, says Edward T. Parmelee, vice president/marketing for Knight-Ridder Newspapers Inc. "We, in a sense, at least partially brought about our own problem."

Parmelee believes newspapers were "too aggressive" in their pricing of preprints. He also cites newspapers' inability to provide saturation and segmented market coverage because they could not identify their subscribers and nonsubscribers. However, he adds, the situation is changing fast.

"There is no question that newspapers' preprint pricing before the competitive inroads of shared mail had risen very sharply," Parmelee says. "Newspapers across the country have had to adjust as a result of the competition."

On the other hand, newspaper consultant Christine D. Urban believes newspapers' preprint rates are too low. Yet she says she is "not bullish on the prospect of newspapers being able to do a hell of a lot" about it, except possibly in certain small markets, given the competition. Distribution of inserts, says the president of Sharon, Mass.-based Urban & Associates Inc., is a "commodity" business, and the only way to compete in this kind of business is to provide the commodity more cheaply or more efficiently.

Many newspapers now are taking actions to meet this challenge by providing the distribution patterns preprint advertisers want. According to a recent survey conducted for the International Circulation Managers Association, 73 percent of the 477 U.S. newspapers responding said they offer some form of total-market-coverage for advertisers, with third-class mail being the most popular means of distribution to nonsubscribers. NAB's Hollis estimates that more than 25 percent of the marriage-mail volume today is accounted for by newspapers' total-market-coverage programs.

One marriage mailer is reported to have given this explanation of the difference between a newspaper's total-market-coverage program and marriage mail: the former is performed with the benefit of clergy and the latter is not.

In fact, does being delivered with a newspaper give a preprint a legitimacy that direct mail does not?

Belden Associates of Dallas last summer conducted a controlled test comparing Sears and K mart marriage mail versus their newspaper preprints. There were some encouraging results for newspapers.

Almost eight out of 10 adults in the mar-

Mailroom worker loads preprints into inserter at The Washington Post's Springfield, Va., printing plant.

ket recalled K mart's newspaper ad compared with only four out of 10 who recalled its shared-mail circular. Likewise, with the Sears preprint, eight out of 10 recalled the newspaper ad, while five out of 10 recalled the marriage-mail circular. And nine out of 10 who recalled the mail ad also recalled the newspaper ad.

According to Belden President Ralph Bubis, one of the test's primary objectives was to determine whether the retailers could reach a different audience with shared mail than with newspapers. "It turned out that less than one out of 10 adults in the market were reached by the mail who were not reached by the newspaper advertising," he points out.

A second part of the same study was designed to test attitudes toward the different delivery methods. The findings showed that when asked which was more useful as a source of advertising for shopping at department and discount stores, respondents selected newspapers more than three to one over advertising in the mail, Bubis reports.

But there are legal issues that newspapers sometimes bump up against as they engage in total- and target-market-coverage programs. At least two newspapers have been sued for alleged antitrust violations.

The Daily Press Inc. of Newport News, Va., has appealed a federal judge's May 17 order that limits its ability to deliver preprints to nonsubscribers [presstime, July 1983, p. 25]. The order, part of a preliminary injunction, was sought by the publisher of weekly, free-distribution papers.

And the Omaha World-Herald Co. has appealed a preliminary injunction issued by a federal judge July 14. The company's Rapid Printing and Mailing Co. subsidiary was enjoined from selling, printing or distributing marriage mail in two Nebraska counties, and the newspaper was enjoined from mailing ads to non-subscribers if it is assisted by Rapid Printing. The injunctive relief was sought by the Omaha Sun Newspapers, a weekly/shopper combination. The order was stayed pending the outcome of the appeal.

Another legal issue surrounding preprint advertising involves taxes. According to preliminary results of a presstime survey, nine states tax preprints carried in newspapers. In three of those states—Arkansas, Connecticut and Wisconsin—the taxes were upheld in court on the grounds that advertising supplements are not an integral part of the newspaper and thus are not entitled to newspaper tax exemptions, according to the ANPA Legal Department.

The move to preprints can mark the beginning of the "weaning" of advertisers from newspapers. "As you become a free-standing, self-contained advertising message, you now have alternatives to distribution."

Jerome S. Tilis
Philadelphia Newspapers Inc.

Complicating the tax picture is the fact that courts in two other states—Massachusetts and Missouri—and in the District of Columbia have determined that preprints are an integral part of the newspaper and qualify for existing newspaper tax exemptions.

Production, sales. In one early type of preprinted advertising, there was no question about preprints being integral parts of the newspaper. A paper would receive a roll of newsprint with an advertiser's colorful message already printed on one side. The roll would be fed through the press with regular copy printed on the reverse side.

Today, preprint and press do not meet. Preprints enter the production stream in the mailroom. They arrive at the newspaper plant by truck, banded to skids for transfer by fork lift to the mailroom for hand stuffing or machine inserting. A large newspaper's mailroom just prior to assembling a Sunday edition resembles a small city, except that the "buildings" are stacks of preprinted ad supplements.

Although an estimated 95 percent of preprints are produced outside of the newspaper plant, some newspaper companies have become preprint printers.

The largest of these is The Providence (R.I.) Journal Co. In fact, its Providence Gravure Inc. subsidiary is probably the largest preprint printer in the United States in terms of total sales, according to John W. Anderson, vice president for marketing and sales. Anderson estimates annual preprint sales at about $110 million and production in the billions of units. The company has plants in Rhode Island, Virginia, Illinois and Texas.

Another major preprint printer with newspaper ties is Standard Gravure Corp. of Louisville, Ky., which is owned in common with the The Courier-Journal and The Louisville Times. There are several others of varying size.

Tabloids currently are the most popular format for preprints, the average being 12 pages. But advertisers are constantly experimenting with formats ranging from postcard size to thick catalogs.

The newspaper-affiliated printers report the trend definitely is toward more color. They also report an increasing number of broadsheet-sized inserts are being ordered.

While some newspapers have gotten into the business of printing inserts, others have made pursuit of preprint advertising a specialized field.

For instance, The Greenville (S.C.) News-Piedmont Co. created the position of preprint coordinator for its newspapers when their preprints began migrating to major mailer Advo-System Inc. of Hartford, Conn. (See story, facing page.) Louisa N. McBrayer makes at least three preprint calls a day and watches the mail "like a hawk."

Besides working to return the big accounts to the paper's total-market-coverage program, she is trying to lure smaller retailers into preprints through the papers' program of targeting them geographically or demographically. In the first quarter of this year, the Greenville newspapers picked up 32 new inserts, primarily in the range of 5,000 to 40,000 pieces, she reports.

The New York Times has a four-person staff whose function is to "make certain that the sales people at the Times feel comfortable in selling free-standing inserts," according to Ronald E. Moss, advertising manager of special sections. The assistance provided ranges from helping the sales staff prepare to make the preprint sales call, going along to answer questions about distribution or making a full-blown preprint presentation.

The Asheville (N.C.) Citizen-Times' preprint coordinator, James G. Israel, attempts to "grease the wheels of machinery between the actual sales staff functions and the production departments." He says the regular advertising sales staff has neither the time nor the inclination to deal with the "minutia" involved in scheduling and handling preprints.

Most preprint coordinators have other duties as well. McBrayer also handles co-op advertising, The New York Times' insert staff produces all-advertising sections, and Asheville's Israel is in charge of special projects.

Not all newspapers, however, think a preprint coordinator is necessary or desirable. "We feel that every staff member should be a full-service ad person," says Thomas R. Sandoz, manager of retail advertising at The Dallas Morning News. Having a different person call on an advertiser for preprints would tend to cause confusion, fragment control over the account and break down whatever rapport the regular sales person might have developed with the advertiser, he says.

So it is that when a Morning News salesperson calls on a customer, he or she will pitch for ROP advertising as well as the preprint business. That is the newspaper industry in microcosm—striving to entice advertisers back into ROP, and pushing for increased preprint business at the same time. But most observers contacted by presstime doubt that any appreciable return flow from preprints to ROP advertising is in the offing.

Thus, for many newspaper executives like Dean R. Bartee, senior vice president of the San Jose Mercury News, the preprint challenge is not to convert it to ROP linage but to cope with the logistics of processing a veritable flood of advertising supplements. The challenge, he says, "is to find a way to handle that business in a profitable way, because if we don't, that business is going to be handled by somebody else." ☐

- **Preprint advertisers can benefit from target marketing, p. 19.**
- **Mailroom technology hasn't caught up with preprint boom, p. 30.**

What is Advo, and why are preprints flocking to it?

When the U.S. Census Bureau turns to you for addresses so that it can mail forms for the 1980 Census, you *must* be a big sender. Advo-System Inc., the mailer to whom the census folks turned, reportedly obliged with 35 million addresses for the official head count.

Advo, which competes with newspapers in many markets for preprint business, claims the title of the country's largest direct-mail-processing company.

ADVO-SYSTEM, INC.

The closely held, Hartford, Conn.-based firm has not released a wealth of information about its operations, and President John A. Valentine did not return a presstime reporter's calls.

However, from a variety of other sources, this profile emerged:

Founded in 1929 as a small direct-mail business, Advo is owned by a small number of investors including Valentine, the company's Chairman of the Board Robert E. Stucki and Allstate Insurance Co., a subsidiary of Sears Roebuck & Co.

Over the years, Advo has been owned by a Michigan company that also was involved in electrochemical processing and tool manufacturing, and by a New York City investment banking firm.

Some of the most detailed information about Advo was contained in a June 28 press release by John Blair & Co., announcing that for $3 million, it will buy 8 percent of Advo. The agreement also gives Blair, a New York City marketing and communications firm, the right to buy the remaining shares of the company for $33 million. Blair said if it decides to exercise that option, which expires Sept. 15, the transaction may be completed in early 1984.

Blair claims that Advo is the source of more than half of the nation's third-class mail; maintains the direct-mail industry's "most accurate and complete consumer resident address bank," consisting of 83 million individual addresses constituting more than 97 percent of all U.S. households; and has 14 regional mail processing plants, 2,500 employees and more than 12,500 clients.

For two years, Advo was also a newspaper publisher. It owned the weekly national tabloid Grit of Williamsport, Pa., but sold it in March to Stauffer Communications of Topeka, Kan. Advo also once owned some shopper publications.

Long known to newspaper publishers as a competitor for retail preprints and as a marriage-mail pioneer, Advo and a Blair subsidiary, John Blair Marketing, in June started a national direct-mail program in which coupons are delivered to 40 million households every month [presstime, July 1983, p. 27].

The Advo move that most recently sent shock waves through the newspaper business was the decision by K mart Corp. to take its midweek preprints out of newspapers and other delivery vehicles in Indiana, Kentucky, Michigan and Ohio in favor of direct mail distribution by Advo beginning in September.

Arthur E. Stine, K mart central region advertising manager, said the penetration provided by the mailer was one reason for the switch "among other reasons." He declined to say what these reasons were. Newspapers will continue to distribute K mart's Sunday preprints.

Stine estimated K mart currently distributes weekday preprints through 200 daily and weekly newspapers in the four-state region affected. ☐

SF dailies halt move to regain JOA trial evidence

The San Francisco Chronicle and Examiner have asked their attorneys to withdraw a motion they had made to the U.S. District Court to return evidence and other court records from two antitrust trials challenging the dailies' joint operating agreement.

The motion, which some observers interpreted as an attempt by the newspapers to "seal" records, was intended to be a "lawyer's housekeeping motion," said Chronicle attorney Robert M. Raymer. He said the newspapers were not consulted before he made the motion.

The first trial ended in January 1980 with a hung jury. The second ended in June 1981 with a jury's upholding the JOA [presstime, July 1981, p. 23].

Raymer explained that local court rules say evidence from a trial may be "disposed of" at the discretion of the clerk of the court if parties do not request that materials be returned. Rather than have the documents in question—including transcripts and other documents from both trials—be subject to an uncertain disposition, Raymer said, he asked for them back.

Phelps Dewey, assistant publisher of the Chronicle, said "sealing" court papers "certainly wasn't our intention and never would be our intention."

Chronicle Editor and Publisher Richard T. Thieriot said in a statement published by the Chronicle that "upon withdrawal of the motion, we will be looking at all aspects of the case. We would not resubmit the motion unless we felt completely confident that no issues of public information would be compromised."

Court briefs

As expected, opponents of the Seattle joint operating agreement have asked the U.S. Supreme Court to hear their **appeal of the JOA.** The Seattle Post-Intelligencer and The Seattle Times May 23 combined all operations except editorial [presstime, June 1983, p. 48].

In their petition for certiorari, opponents—including some suburban newspaper publishers—claimed in part that the JOA violates their First Amendment rights by requiring them and not the metro dailies to comply with antitrust laws. They based that claim on the Supreme Court's *Minneapolis Star & Tribune Co. v. Minnesota Commissioner of Revenue* decision in which the court said a tax on newsprint and ink purchases was unconstitutional because it not only singled out the press but a particular segment of it [presstime, May 1983, p. 29].

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The Philadelphia Inquirer has asked a judge to reverse a jury verdict, or grant a new trial, in the wake of a **$4.5-million libel judgment** against the newspaper won June 30 by a former state prosecutor.

Richard A. Sprague claimed he was defamed by stories published in 1973 suggesting he took part in a plan to keep a friend's son from being charged in a death. The Inquirer said its stories were fair. "This was a story about the conduct of a public official who failed to disqualify himself in a case involving the son of a good friend," said Executive Editor Eugene L. Roberts.

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U.S. Supreme Court Justice William J. Brennan struck down an order of a Luzerne County, Pa., Court of Common Pleas judge **prohibiting the media from publishing the names and addresses of jurors** in a capital murder trial.

Judge Patrick J. Toole Jr. also had issued an order prohibiting the media from photographing or sketching jurors during the trial, and requiring the media to get his permission to examine trial exhibits.

Brennan took no action on the former order because the trial had ended and the issue was moot; nor did he act on the latter, saying the media encountered no resistance in seeking access to exhibits.

The Wilkes-Barre Times Leader and five other media organizations originally appealed Toole's order to the Pennsylvania Supreme Court. It upheld the lower court.

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Also in Pennsylvania, a Lehigh County Court of Common Pleas jury awarded $25,000 to a former reporter of The Free Press in Quakertown who claimed he was **unlawfully discharged** [presstime, April 1980, p. 49]. Publisher Charles M. Meredith III said the newspaper will ask the trial judge to overturn the jury's action.

Meredith fired the reporter and an editor in a dispute over a story published in The Free Press alleging the possibility of a conflict of interest if certain cases went before a local judge. Both the editor and reporter sued for defamation of character and unlawful discharge. While upholding the reporter's illegal-discharge claim, a judge threw out the other claims.

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The California Court of Appeals **lowered from $750,000 to $150,000 the amount of punitive damages** the National Enquirer must pay to comedienne Carol Burnett who in 1981 won a libel suit against the newspaper.

A Los Angeles Superior Court jury in March 1981 awarded Burnett $300,000 in compensatory and $1.3 million in punitive damages; in May 1981, a Superior Court judge lowered those amounts to $50,000 compensatory and $750,000 punitive. The appeals court said July 18 the latter amount was excessive [presstime, July 1981, p. 25].

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Trial has been set for Nov. 7 in U.S. District Court, Newport News, Va., in an **antitrust suit** against Daily Press Inc. of Newport News [presstime, July 1983, p. 25]. Advantage Publications Inc. of Williamsburg, publisher of free-circulation papers, alleges that Daily Press Inc. engaged in unfair business practices with its target-market-coverage business.

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New York Gov. Mario M. Cuomo signed into law a bill establishing that media do not violate a New York statute when, in their news coverage, they use free-lance photographs **without consent of the person being photographed.**

The new law effectively overturns a New York Court of Appeals decision against The New York Times for using a free-lance picture of a man who had not consented to its publication.

Foundations seek change in law requiring selloff of newspapers

Three private foundations have asked Congress to amend a 14-year-old tax law to allow them to continue their ownership of daily newspapers.

Testifying June 30 before the Oversight Subcommittee of the House Ways and Means Committee were representatives of the Houston Endowment Inc., owner of the Houston Chronicle; the Public Welfare Foundation Inc., owner of the Spartanburg (S.C.) Herald-Journal, The Tuscaloosa (Ala.) News and The Gadsden (Ala.) Times; and The Day Trust, owner of The Day of New London, Conn.

The law in question, the Tax Reform Act of 1969, limits foundations to between 20 and 35 percent ownership of any business. Holdings in excess of that are required to be divested in stages. Without a change in the law, the newspaper-owning foundations will have to sell 50 percent of their holdings in the papers by 1989.

Among the arguments made by the foundations were that the law violates the First Amendment and probably would result in the sale of their papers to newspaper groups, thereby increasing the concentration of media ownership.

The Day Trust also sought exemption from another provision of the same law that requires foundations to pay out 5 percent of their assets each year, a requirement that, it said, could force sale of the paper.

Walter P. Zivley, a Houston lawyer representing the Houston Endowment, and C. Davis Haines, president of the Public Welfare Foundation, urged the subcommittee to approve HR 2589, while Deane Avery, publisher of The Day, urged support for HR 1649. The bills would provide the exemptions sought by the three foundations.

During the last Congress, the Senate passed a bill that would have provided the exemptions sought by the Houston Endowment and the Public Welfare Foundation, but they were knocked out in House-Senate conference.

The subcommittee will prepare a report, with recommendations, for the full Ways and Means Committee. ☐

Newspaper group supports easing of estate tax rules

The newspaper business's Tax Law Action Group recently testified before the Senate Subcommittee on Estate and Gift Taxation in support of four bills.

In written comments to the panel for its June 27 hearing, TLAG said it backs:

- S Res 126, to express the "sense of the Senate" against modifying the estate tax rate reductions enacted in 1981
- S 1251, to liberalize the eligibility requirements for extending payment of estate taxes over a longer period of time
- S 1252, to repeal the so-called "generation-skipping transfer tax" that is applied when assets are bequeathed to generations other than the next generation
- S 1250, to repeal the estate and gift taxes.

The action group also urged the subcommittee to consider allowing businesses to set aside funds to redeem stock after an owner's death without incurring a penalty tax on excess accumulations. That provision and the proposed liberalization of the extended-time-payment rules are incorporated in S 594, the Family Business Preservation Act, introduced last February [presstime, April 1983, p. 11]. ☐

TLAG's Cecil B. Highland Jr. (right), Clarksburg (W.Va.) Publishing Co., and K. Prescott Low, Quincy (Mass.) Patriot Ledger, confer.

Two new studies reaffirm safety of video terminals

Scientists in the United States and Canada have issued new reports affirming the safety of video display terminals.

Released in July, the U.S. study by the National Research Council—an arm of the National Academy of Sciences—concluded that working conditions, rather than the terminals themselves, are the major cause of eyestrain, fatigue and other health problems reported by users.

Released in late June, the Canadian study by the federal health department said tests show there is no danger posed by the minuscule amounts of radiation emitted by VDTs.

"These radiation results concur with our findings as a result of tests done on VDTs used by the newspaper business," commented ANPA Director/Technical Research George Cashau.

In the U.S. study, the researchers concluded by saying, "We find no scientifically valid evidence that occupational use of VDTs is associated with increased risk of ocular diseases, or abnormalities, including cataracts."

The study was commissioned by the federal National Institute for Occupational Safety and Health. It did not specifically address the possibility of a link between VDT use and birth defects or high miscarriage rates, but it did cite other research that has shown no apparent relationship between VDT use and miscarriages.

Between the time the two reports were released, ANPA's Cashau told the annual conference of the Newspaper Personnel Relations Association that he believes the VDT safety issue is often raised for "psychological and political" reasons [presstime, July 1983, p. 27].

Before the same conference in Washington, D.C., Bernadette Pogozelski, an ANPA industrial hygienist, said there is "no evidenced support" for the allegation by some people that VDTs emit radiation that is harmful to pregnant workers and their fetuses. She said it is likely that such inferences are "the result of poorly researched studies presented in incomplete articles that are available to the general public." ☐

Newspapers' videotex systems being tried in shopping malls

By Margaret Genovese
presstime staff writer

Two newspaper companies are starting similar electronic information systems in shopping malls.

Harte-Hanks Communications Inc. and Lee Enterprises Inc. have patterned their projects on a service pioneered in Canada by The London (Ontario) Free Press and the computer firm Cableshare [presstime, Aug. 1982, p. 15]. Both U.S. projects use Cableshare equipment.

Each U.S. system involves:

- A kiosk staffed by attendants and containing touch-screen terminals that shoppers can use to call up shopping and other information in text and graphic form
- Additional touch-screen terminals scattered throughout the mall
- Several large video screens, also positioned in several mall locations.

In the Harte-Hanks project, scheduled to be launched in late July at a mall in the company's headquarters city of San Antonio, the "video billboards" display video advertising.

In the Lee Enterprises project, to be launched this month in that company's headquarters city of Davenport, Iowa, text and graphic advertising will be shown on the big screens.

Harte-Hanks' project is a joint venture with Melvin Simon & Associates Inc., a national shopping center developer. Following the system's debut at Simon's Ingram Park Mall in San Antonio, the scene will shift in about three months to another Simon-owned shopping center in that city, Windsor Park Mall.

According to George H. Anderson, president of Harte-Hanks' television group, the partners hope to put the systems into other Simon malls in markets where Harte-Hanks also has properties.

In San Antonio, personnel from Harte-Hanks' local, leased cable channel will be responsible for selling advertising and producing the ads and other information for the mall systems. Anderson said capital expenditures for the project have been $250,000 for each partner.

Lee's project is solely the venture of its flagship newspaper, the Quad-City Times of Davenport. The first system, scheduled to begin operations this month, will be located at the North Park mall there. A second system will be installed in about six months at South Park mall in nearby Moline, Ill.

Attendants at the kiosk, to be called "Times Square," will sell subscriptions to the paper as well as classified ads.

Steven B. Sturm, director of newspaper planning and development for Lee Enterprises, said the project has "terrific promotional value" for the paper and gives it a "franchise" to sell advertising in the malls.

In addition, he said, the project allows Lee "to become involved in videotex in a way that is going to be immediately profitable." He estimated it will be 10 years before a significant number of terminals are in homes, whereas the shopping center service is "something which is going to be viable in the near term." He declined to say how much money has been allocated for the project.

Quad-City Times General Manager Robert A. Fusie said he believes the service is "something that is going to turn on every newspaper in the country." The shopping-mall location puts the newspaper in contact with "hundreds of thousands of people every month," he said. ☐

Cable organizations to promote industry

Twenty-four cable TV system operators and programmers have contributed almost $500,000 to establish a Consortium for Cable Information to mount a national media campaign to promote cable programming and services. CCI will be based in New York City.

A similar effort is being made on the local level in the Los Angeles area where the Southern California Cable Media Cooperative, a group of national cable programmers and local cable system operators, will launch a $1 million television ad blitz on Aug. 29 to educate consumers on the value of cable television. ☐

'No revenue potential' ends cable service

A newspaper-related, cable-text news service has been closed after more than three years of operation.

James L. Whyte, vice president and general manager of Jacksonville-based Florida Publishing Co., gave several reasons for not renewing the agreement between the company's Coastline Communications division and a local cable company.

The reasons included "no revenue potential," insufficient viewership and the limited opportunity for video programming because of interference from a broadcast television station.

Whyte also said he did not think the service would be a good vehicle for classified advertising because it would require viewers to watch the screen until the advertising in which they were interested scrolled by.

Coastline Communications General Manager Marvin Rothschild said that some display advertising had been sold on the service "on very, very rare occasions," but that there had "never been a major effort in that direction." A few video programs also had been tried.

He said two of the service's three employees who edited stories from The Florida Times-Union and Jacksonville Journal into cable format have been transferred to other duties within the company. The third, a part-time staffer, was let go.

Rothschild said Coastline is continuing its major cable involvement, the sale of local advertising on five satellite-delivered cable networks.

Florida Publishing also has an agreement with Videotex America, the Times Mirror-Infomart joint venture, to explore the feasibility of offering videotex services in the Jacksonville area [presstime, March 1983, p. 22].

This is the second daily-newspaper-operated cable channel known to have closed this year. The other was a service operated by the Daily News of Johnson County, Kan. [presstime, April 1983, p. 16]. ☐

Cheaper models may be coming

AT&T terminal cost questioned

American Bell unveiled its Sceptre consumer videotex terminal recently, and some newspaper publishers reacted warily to the price.

Presented at Videotex '83 in New York City in June, the terminal will cost $600 each for the first 5,000 units purchased, and $900 for each unit more than 5,000.

Knight-Ridder Newspapers Inc. plans to use the Sceptre in the start-up of its Viewtron videotex service in September.

Some publishers were skeptical not only of the price, which they deemed to be high, but particularly of the jump in unit price at the higher numbers, when a decrease might be expected.

But other Videotex '83 attendees—including those from Viewtron itself—said they were not concerned about the price because other manufacturers are developing competitive videotex equipment.

"We anticipate nearly a dozen manufacturers to enter (the market) in the next 18 months" with Viewtron-compatible equipment, said Norman Morrison, executive vice president of Viewdata Inc., the Knight-Ridder subsidiary for Viewtron.

"I feel really confident that before the next 18 months to two years are out, there are going to be a lot more products out there" that will do everything AT&T's Sceptre does and do it less expensively, added Patricia M. McCarthy, director of the Viewtron project of A.S. Abell Co. in Baltimore. Abell is one of six newspaper companies that have entered into a contract to share Viewtron test results [presstime, June 1983, p. 19]. Scripps-Howard Newspapers was the most recent to sign on.

Even American Bell hinted at the conference it soon may have a "second-generation" unit, McCarthy said. ☐

Privacy guidelines offered for videotex

The Videotex Industry Association has developed model privacy guidelines for videotex systems [presstime, Oct. 1982, p. 7].

The guidelines recommend limiting collection and use of records to these five purposes:

- To provide service in response to a subscriber's request
- To maintain the system's technical operations
- To prevent illegal or unauthorized use of the system
- To manage and operate billing and accounting systems
- To collect aggregate records—not identifiable as to individual subscriber—for purposes of market research.

Government access to individual records will be permitted only under a court order or with a subscriber's consent, the association said. ☐

Telecommunication notes

The Connecticut Department of Public Utility Control said it will hold a hearing at the request of 11 Connecticut daily newspaper companies on possible efforts of Southern New England Telephone Co. to **enter electronic publishing** [presstime, July 1983, p. 30].

PUC spokeswoman King Quillen said in late July no date has been set.

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A.H. Belo Corp. of Dallas, publisher of The Dallas Morning News and other newspapers, agreed to buy Dun & Bradstreet's Corinthian Broadcasting Group of six television stations for $606 million. It will be the **largest purchase of broadcast stations** ever made.

The Corinthian stations are KHOU of Houston, KXTV of Sacramento, Calif., KOTV of Tulsa, Okla., WISH of Indianapolis, and WVEC of Hampton-Norfolk, Va., all VHF stations; and WANE of Fort Wayne, Ind., a UHF station.

To meet Federal Communications Commission multiple ownership requirements, Belo will sell two of its television stations: WTVC of Chattanooga, Tenn., and KFDM of Beaumont, Texas. Belo said it also plans to sell one of the to-be-acquired Corinthian properties, WISH of Indianapolis.

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One of Canada's seven pay-cable networks, launched just last February after an extensive federal licensing process, already has gone out of business because it **could not attract enough subscribers.**

C-Channel offered cultural programming, including opera and symphony concerts. It went $11 million in debt after attracting only 27,000 subscribers—about one-fourth the customers it needed to succeed, company officials said.

All the Canadian pay-cable networks "are in a delicate stage of launch," said a spokesman for the Canadian Cable Television Association.

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Dow Jones & Co. Inc. has become another company to rein in a new-technology venture because of **weak subscriber response**. The company said it is curtailing DowAlert—a radio service enabling subscribers with programmed receivers to get information on specific subjects—because "we cannot sell and retain the required number of subscribers to make the service self-supporting."

But Dow Jones also said it will test a new service called DowPhone, in which subscribers will be able to retrieve similar audio reports over the phone.

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The Federal Communications Commission reallocated microwave frequencies from the Instructional Fixed Television Service for use by **multipoint distribution service** operators. MDS, currently used primarily for pay-television, is seen as a competitor to cable television and direct broadcast satellite service [presstime, April 1983, p. 14]. The FCC action opens up eight additional MDS channels in each market; currently there are only two per market.

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The FCC also approved a change in its technical rules which will make it possible to **add 617 new commercial FM radio stations.** However, it delayed implementation of the change until it has the resources to process applications for the new stations. ☐

Fledgling news services cover the Third World

By Elise Burroughs
presstime staff writer

Specialized news services offering coverage of the Third World are proving to be hardy creatures.

They are not money-makers; most struggle along on grants from foundations or from the United Nations and its agencies. Nonetheless, they have survived the recent recession that put pressure on many newspapers' newsholes, and some have even grown.

"I like them," says James D. Strang, assistant national editor of The Plain Dealer of Cleveland. "Their stories get away from the company line."

"Most newspapers grossly under-report the Third World," says Donald F. Manley foreign editor of The Globe and Mail of Toronto. Despite the growing economic and political interdependence between developed and developing nations, entire continents—especially Africa and South America—remain enigmas to many North American readers, Manley says.

Although major wire services are carrying more features and in-depth analyses on the Third World, published stories from these sources still tend to concentrate on crisis news.

Trying to alter this mindset are the fledgling alternate services with unfamiliar-sounding names like Pacific News Service and Interlink, both of which are increasing their client lists among North American newspapers. The recently-revived Gemini News Service also is recruiting new customers, and a fourth alternative—South-North News Service—is aiming for a January 1984 debut.

pns
PACIFIC NEWS SERVICE

PNS was born in 1970 as a forum for critics of U.S. government policies in Vietnam. From its initial concentration on the war and the upheaval it caused here and abroad, Pacific has evolved into a news service with a dual focus. Half of its coverage is devoted to events in the Third World and their effect in this country and the other half to domestic news and features.

The transition was not easy.

Sandy Close

By 1973, Pacific had 13 daily and about 30 nondaily publications, including college and "alternative" newspapers, as subscribers.

But in 1974, with traditional media closely covering the winding down of the war, the professors, researchers and writers who made up PNS staff found themselves lacking any daily-newspaper subscribers, feeling increasingly irrelevant and needing a new identity, explains Executive Editor Sandy Close.

"Here in California, we were struck by the dramatic transitions the United States was going through," Close recalls.

It occurred to PNS that by "covering America as a foreign country," it could provide unique insights into trends and upheavals throughout society. It was also about this time that it developed its nontraditional approach to covering developing nations. Rather than follow the lead of most other news services and concentrate on politicians and affairs of state, Close says, PNS decided to look for changes that come from the bottom of society up, as a result of individual decisions on the part of ordinary people.

It has taken a long time to build legitimacy for the PNS approach, Close notes, and sometimes the service is a victim of its own success. Pacific sees itself as an "early warning system." Close boasts that it frequently covers topics before they attract the attention of other media—an attribute that some editors with pack-journalism instincts don't always appreciate.

"We were doing stories from Central America four and a half years ago—and lost subscribers," she notes.

PNS took a much-needed step toward acceptance in 1981 when The Register and Tribune Syndicate Inc. of Des Moines, Iowa, began handling its distribution. Currently, it serves about 200 clients, including about 100 daily newspapers in the United States and Canada. Other clients include nondailies, magazines, radio stations, universities, foundations and corporations.

Pacific produces between eight and 10 original, 700-1,200-word feature stories each week. They may be received over AP or UPI feature wires, for which newspapers pay a transmission fee, or by thrice-weekly mailings. Two or three stories each week also include art.

The stories are written by eight part-time or full-time editors and a group of about 12 associates, specializing in a number of international areas, who also teach or hold other jobs. In addition, Pacific uses stringers from around the world for specific assignments. The cost to subscribing newspapers varies with circulation, ranging from $35-$100 per week.

Subscribers include major dailies such as The Washington Post, San Francisco Examiner and The Plain Dealer, and small weeklies such as the Mountain Eagle in Whitesburg, Ky. Some use Pacific only as a background source; others regularly reprint PNS stories, often on the op-ed page.

For example, The Globe and Mail occasionally publishes stories by two PNS writers whom editor Manley has used as expert sources for years.

On the other hand, Strang—who finds many Pacific features are both unique and fascinating—uses an average of one each week in the Plain Dealer's Sunday editorial section. And the Mountain Eagle uses Pacific features in nearly every one of its editions. Publisher Thomas E. Gish says Pacific "goes out of its way at times to present both sides of things."

Strang says Pacific has a better track record than more traditional services. The Plain Dealer was "burned" by prominently displaying news stories from both The New York Times News Service and the Los Angeles Times-Washington Post News Service that turned out to be fiction. No such problems have ever arisen with Pacific, he notes.

Pacific still depends for much of its funding on the Bay Area Institute, a non-profit San Francisco research and educational organization funded by grants from foundations and individuals. Close says she believes the only way PNS will ever become self-supporting is to enlarge its subscriber base. She is exploring new markets, including broadcast news, state legislative research groups, corporations and individuals.

Interlink PRESS SERVICE

Two-year-old Interlink is the U.S. affiliate and distribution arm of Inter Press Service, a Rome-based international news service.

Brennon Jones

Inter Press is a nonprofit, cooperative service that carries stories by about 100 of its own correspondents and also distributes news from several Third World government news agencies. Interlink, however, says it selects its copy only from stories that originate with Inter Press correspondents; it does not distribute government news agency material.

Interlink, also nonprofit, has headquarters in New York City, where its four editors select and edit Inter Press with an eye toward satisfying the needs of an American audience. Emphasis is on continuing and timely coverage of economic, cultural and social news of developing countries.

Subscribers can receive a weekly mailing of eight to 15 articles or a computer service that carries about 15 articles per day. Executive Director Brennon Jones says the service could produce 50-70 articles daily, but as yet there is no market for that large volume.

About two dozen U.S. daily newspapers, including The New York Times, Christian Science Monitor, Atlanta Journal and Constitution, Baltimore Sun and Newsday, subscribe to Interlink at a cost varying from $50 to $500 per month, depending on circulation. Jones says he knew from the start that Interlink would never support itself on newspapers alone, so he has recruited 55 clients among universities, corporations and research institutes.

In addition to its daily offerings, Interlink maintains a six-month computer file of stories subscribers can call up as needed.

Few North American newspapers publish Interlink articles verbatim. Some editors say its style doesn't quite measure up to the needs of U.S. newspapers. Others, including the Christian Science Monitor, prefer to have their own reporters follow up on ideas gleaned from Interlink. And some have lingering reservations about the organization's viewpoint. The Globe and Mail, which receives stories from Interlink's parent Inter Press through a Canadian affiliate, occasionally publishes them. However, editor Manley notes, "We're all aware it's a Third World agency and has a Third World bias."

"In the United States to date, Interlink is used principally to trigger story ideas or for editorial background," Jones acknowledges.

He says such use is "not a bad thing." Noting that few newspapers can afford to keep correspondents overseas, especially in remote Third World countries, he says Interlink can provide the background and perspective that long-distance news coverage lacks.

Aside from $30,000 in seed money from Inter Press, Interlink depends on support from foundations and $5,000 grants received last year from three agencies: the United Nations Development Program, United Nations Fund for Population Activities and UNICEF.

GEMINI NEWS SERVICE

Founded in 1967 by a former deputy editor of the London Daily Mail, Gemini has struggled for 15 years to provide "Third World News by Third World journalists" (a company slogan) to Western nations and many developing countries, including most current and former members of the British Commonwealth.

The London Guardian helped subsidize Gemini until 1982, when the paper announced it could no longer afford to cover deficits of $40,000 annually. Gemini subsequently folded.

Derek Ingram

However, dismay from newspapers around the world was so strong that founder Derek Ingram sought funds from private sources, including the Guardian, and from some United Nations agencies.

Currently operating under the aegis of NewsConcern International Foundation, a nonprofit group that includes Western journalists among its directors, the London-based service is again serving newspapers from around the world and hoping to reclaim some of the North American clients it lost last year.

Jeffrey Blyth, who covers the United States for the British Broadcasting Corp. and other clients, is Gemini's U.S. sales representative.

Gemini's stories, designed to fill gaps left by major Western news services, are provided by correspondents who work for independent, English-language newspapers around the world. They are edited by Gemini staffers in London, and a package of about six stories plus art is air-mailed to clients twice each week.

Blyth says Gemini's charts and maps were frequently used by previous North American newspaper subscribers.

Bart Everett, special projects editor for the Los Angeles Times, says his paper is subscribing on a trial basis. In the past, the Times found Gemini's "offbeat features" most useful, Everett says.

Costs for potential U.S. customers were still being negotiated in late July, but Blyth says the minimum would be $50 per week, with charges rising with circulation.

Before suspension, seven U.S. newspapers subscribed. So far, although several are subscribing to the service on a trial basis, no U.S. papers have signed up to receive the reborn service.

South-North News Service

"It is (or will be) a means of spanning the understanding gap between the so-called Third and First Worlds with a bridge of human interest, background and interpretive stories."

That is how Peter Bird Martin, formerly an editor with Time and Money magazines, describes South-North News Service, which he hopes to have in operation by early 1984.

Peter Bird Martin

Martin plans to use writers who are native to or reside in countries they cover, but who have been trained in Western-style reporting.

As a first step, early this year Martin began contacting Third World journalists who have attended Harvard University under the Nieman Fellowship program, the Columbia University Graduate School of Journalism and the World Press Institute of Macalester College.

In June, he also began assessing U.S. newspapers' interest in subscribing to such a service. Of the first 19 dailies he visited, 12 said they would subscribe.

Editors, he says, feel they do not need *more* Third World news, but they see a need for *different* Third World coverage. "As soon as you think about Third World development stories, you think about thumb-suckers," Martin says.

He plans to specialize in stories about "real human beings or groups of human beings who manage to change their lives or their environment, who win or lose hard-fought battles against the limitations of village life or urban poverty, who buck an elitist system or find a way to turn it to their advantage."

Service will be available to newspapers by mail, teletype and computer at a cost of $50-$150 per week, depending on circulation. Martin's plan calls for the service to be self-supporting within four years with at least 130 daily newspaper subscribers in the United States, Canada and England. If the service is not breaking even then, he says, he will close it.

For now, South-North is operating on grants from a number of foundations, including some connected with the newspaper business, and from the three United Nations agencies that have supported Interlink and Gemini—the UN Development Program, UN Fund for Population Activities and UNICEF.

Also available to North American publications are privately supported weekly news services written by professional journalists and concentrating on certain parts of the globe. Examples are Africa News, published by a nonprofit educational organization in Durham, N.C., and DEPTHnews of Asia, published by the Manila-based Press Foundation of Asia. DEPTHnews, which is supported by independent press organizations and some United Nations agencies, also makes stories available over Interlink's high-speed, interactive computer network.

Alfred Balk, editor and publisher of New York City-based World Press Review magazine, welcomes this diversity. He says interest in news and analysis from the Third World appears to be snowballing.

"Readers are interested in well-written, relevant stories they can relate to," says Balk. "The problem is convincing editors they need more than the surplus they are already getting. But if they want a complete perspective, going back to the same well all the time may be going down the wrong path." □

Western journalists plan second summit at Talloires, France

More than 70 print and broadcast media leaders from 23 countries have accepted invitations to attend the second international conference on press freedom in Talloires, France.

The Sept. 30-Oct. 2 conference is being organized by Tufts University's Edward R. Murrow Center of Public Diplomacy at the Fletcher School of Law and Diplomacy, in cooperation with the World Press Freedom Committee. Both groups organized the first such conference in 1981.

The gathering two years ago resulted in the Declaration of Talloires that outlined free-press principles and won support of journalists from 20 countries [presstime, July 1981, p. 26].

Dana Bullen, executive director of the Reston, Va.-based World Press Freedom Committee, said this fall's conference will include reports on case studies on press freedom in three countries, a survey of world press freedom, UNESCO debates and their effect on media restrictions, recent UNESCO meetings, the "watchdog" role of the press, and the so-called "right to communicate."

Sessions will explore "myths and realities" of media and economic development, wire services and the Third World, working journalists and media freedom, protection of journalists, and UNESCO's public information and image.

Participants also will discuss practical assistance to Third World media. ANPA is one of the 30 other organizations that are supporting the conference. □

World press notes

During a visit to the Soviet Union by 13 members of the New England Society of Newspaper Editors, the group announced an exchange program whereby **American reporters temporarily will trade places with Russian journalists.**

Organizers hope the program, scheduled to begin next spring, eventually will include an exchange of journalism students.

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The governing body of **World Communications Year '83** has endorsed 27 international and regional projects. World Communications Year is a global observance approved by the United Nations.

The program is designed to "stimulate the development of a communications infrastructure for the betterment of all nations and all people." Projects are being funded by corporations, trade associations, foundations and other private organizations.

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"In no other part of the world is a career in journalism more dangerous or psychologically debilitating."

That was among the conclusions of **"A Survey of Press Freedom in Latin America,"** a recent joint report by the Council on Hemispheric Affairs and The Newspaper Guild.

The two organizations hope to update the report annually. Copies are available for $3.95 from COHA, 1900 L St. NW, Room 201, Washington, D.C. 20036. □

Rising prices pinch J-school reading rooms

By Robert L. Hoskins

A feature at many college and university journalism programs is the reading room, a mini-library supplied with newspapers and professional and academic periodicals.

Of 68 programs responding to a recent survey by the American Society of Journalism School Administrators, 54 reported such a room. Although guidelines of the Accrediting Council on Education in Journalism and Mass Communications do not require a reading room, all 37 accredited programs that responded to the survey had one.

Robert L. Hoskins

The underlying assumption of the reading room idea is that journalism students, more than others, need to develop an intimate association with newspapers and periodicals.

Not only do they need to cultivate a reading habit and an awareness of current events—a need all students have—but they need to *know* newspapers. They need to see daily examples of writing styles, reporting techniques, page makeup, editing practices, art use and all the elements of the product they someday will help produce. Students also need to develop an awareness of issues confronting the press and of research affecting the press.

Most programs included in the survey provide between five and 10 newspapers in their reading rooms; a few offer 25 or more.

Almost all programs supply their reading areas with The New York Times, The Washington Post, the Los Angeles Times and The Wall Street Journal. Other newspapers mentioned frequently were the Chicago Tribune, The Miami Herald, The Courier-Journal of Louisville, Ky., and USA Today.

Students peruse newspapers in reading room at Arkansas State College of Communications.

For journalism programs attempting to provide reading rooms, cost is an increasing concern [presstime, Feb. 1982, p. 26].

Rising subscription prices and postal rates coupled with recent reductions in university budgets have caused 83 percent of the respondents to reduce reading room materials.

About 38 percent of the programs surveyed said their efforts to provide reading rooms had been assisted significantly by free copies or exchange copies. However, more than 45 percent reported little or no cooperation along those lines.

Copies of the reading room report have been mailed to ASJSA members. Additional copies are available from ASJSA offices at the University of South Carolina in Columbia. ☐

Hoskins is dean of the Arkansas State University College of Communications at Jonesboro. He was editor of the recent report on journalism reading rooms by the American Society of Journalism School Administrators.

Eight minority fellowships awarded

Eight people have been chosen from a record 115 applicants to receive ANPA Foundation minority fellowships for the second half of 1983.

ANPA Foundation Chairman and President Donald N. Soldwedel, president and publisher of The Yuma (Ariz.) Daily Sun, said the unprecedented number of applicants indicates that the two-year-old program "is reaching an expanding pool of potential talent."

The fellowships cover expenses for travel, accommodations and registration at training conferences and seminars sponsored by ANPA and other newspaper organizations [presstime, May 1983, p. 43].

Those selected were:

- Orage Quarles III, retail advertising manager of The Sun, San Bernardino, Calif., and Edward Ochotorena, director of finance of The El Paso (Texas) Times and El Paso Herald-Post, who will attend the ANPA Management Development Workshop Sept. 12-16 in Philadelphia.
- Carl W. Sims, assistant news editor of the Minneapolis Star and Tribune, and Joyce M. Valdez, education reporter for the Pueblo (Colo.) Chieftain, who will attend the ANPA/ASNE/APME Leadership in the Newsroom Workshop Oct. 3-5 in Washington, D.C.
- Novella Cross Holmes, mass communications professor at Savannah (Ga.) State College, who will attend the Journalism Educators Seminar at the American Press Institute in Reston, Va., Oct. 9-14.
- George W. Alford Jr., special projects coordinator-circulation sales development of the Tribune Co. in Chicago, who will attend the ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association Circulation Managers Workshop Nov. 14-16 in Chicago.
- Reporters Henrietta E. Charles of The Fresno (Calif.) Bee and Carey Q. Gelernter of The Seattle Times, who will attend the Improving Reporting Skills Seminar at API Nov. 27-Dec.2. ☐

INAME told, 'Go For It!'

Advertising prospects rise as economy grows

Rising economic indicators, rising advertising forecasts by media prognosticators and rising linage and revenue at many newspapers set an upbeat scene for the July 17-20 Sales Conference of the International Newspaper Advertising and Marketing Executives in Chicago.

Craig C. Standen, president of the Newspaper Advertising Bureau, told the 362 registered attendees that advertising expenditures in newspapers are expected to increase 11 percent in 1983, up from NAB's initial prediction of 10 percent [presstime, Jan. 1983, p. 46].

"We're anticipating real linage growth this year in every sector," he said.

Standen trimmed his forecast on national advertising expenditures in daily newspapers from an initial prediction of 10-11-percent growth to a more modest 8 percent. However, with classified advertising apparently coming out of its two-year nose dive, he raised his prediction of gains for that category from the 12-13-percent range to 15 percent. And with retailers reporting better-than-expected business in many markets, Standen predicted a gain of 10 percent for retail advertising, up from his initial 9-percent forecast.

NAB's revised expectations were based on strong first-quarter newspaper performance [presstime, July 1983, p. 39] and indications that economic recovery is well underway.

On July 7, the National Bureau of Economic Research, a board of economists which tracks the economy, announced that the most severe recession since World War II had ended in November 1982, after a 17-month stay. Since then, according to the NBER, the gross national product has been rising, and retail sales have exceeded pre-recession peaks.

Another researcher, Robert J. Coen, senior vice president/forecasting for the New York-based advertising agency McCann-Erickson Inc., also used the reviving economy to boost his advertising predictions. Coen, who earlier had predicted that 1983 U.S. advertising expenditures would gain 9.2 percent over 1982, in July bumped his forecast to an 11-percent increase, for a total of $74 billion.

Coen said local advertising such as retail and classified, which makes up the bulk of newspaper ad revenues, will rise 11.7 percent this year, while national ad expenditures will increase 10.4 percent.

Bearing out these bullish forecasts, newspapers in many markets are experiencing a surge in advertising. According to securities analyst John Morton of Lynch, Jones & Ryan, advertising linage increases for 12 publicly held newspaper companies averaged 4.9 percent in May compared with the same month a year earlier. The largest increases came from classified ads, up an average of 6 percent, with preprints and part-run retail also continuing to be strong.

> ***"We're anticipating real linage growth this year in every sector of our business."***
>
> **Craig C. Standen**
> **Newspaper Advertising Bureau**

For the first five months of the year, linage increases for the public companies averaged 2.9 percent while advertising revenue gained an average of 8.3 percent.

Despite the overall good news, individual newspapers continue to reflect the conditions in their local markets. In Milwaukee, for example, advertising linage during the first five months of 1983 rose slightly at the morning Sentinel and dropped slightly at the afternoon Journal. "Against budget, we are behind 3.5 percent in the Journal and 5.4 percent in the Sentinel," Vice President-Advertising Director William Share recently reported.

Coen reported that several of the top national advertisers in newspapers, including cigarette and automobile companies, decreased their expenditures in dailies during the first three months of 1983 compared with the first quarter of 1982. R.J. Reynolds Industries, for years the number-one national advertiser in dailies, earlier this year warned that ad-rate increases were endangering a number of newspapers' eligibility for Reynolds ads.

But Coen pointed out in a recent speech to the Advertising Research Foundation that newspapers are not the only media whose rate increases are facing resistance from national advertisers. Television network prime-time rates have outpaced increases in the consumer price index and increases in other media for years. This year, The Proctor and Gamble Co. has cut back on its prime-time network expenditures. Instead, P&G is spending more in spot-TV buys and on cable television.

"If media price units rise at an above-average rate, the media buyer seeks less costly alternative units. At first, the shift in units purchased will occur within the same medium. Eventually, a shift out of the medium is likely if added impact values do not accompany the disadvantageous, changing, media-cost relationships," Coen warned.

NAB's Standen in Chicago pointed out that in their rush to take advantage of a surging economy, newspapers must keep an eye on the competition. "The biggest growth registered by any medium in 1982 was in direct mail," he said. "Unquestionably, some of it came at our expense."

In line with the conference theme—"Newspaper Power. Go For It!"—presentations focused on how newspapers can get the most out of the recovery.

One session gave step-by-step directions on how to shift to the voluntary, expanded Standard Advertising Unit system. (See story, p. 21.)

Another presentation described how newspapers can use audience research findings to attract national advertisers. INAME President Leo L. Kubiet said, "The strength of this research will be to position newspapers to gain a larger share of the national advertising dollar."

Other sessions covered points newspapers should make in selling themselves to candidates for public office, how to get the most from co-op advertising, telemarketing, total-market-coverage and zoning, and new ideas for classified selling. ☐

More dailies offer advertisers chance to reach target markets

By Elise Burroughs
presstime staff writer

A discount furniture store dealer in search of low-income families. A real estate broker looking for house-hungry apartment dwellers. A department store manager who wants to reach patrons wealthy enough to snap up a good deal on silver.

Who plays matchmaker for all these choosy advertisers? Increasingly, it's the local daily newspaper.

This is because as they invest in computerized circulation systems, newspapers are developing the capacity to single out targeted segments of the population.

Since the advent of such systems, newspapers have been offering advertisers the ability to saturate certain geographic areas. Now a few papers are programming their computerized circulation systems so that demographic targeting is also possible.

Demand for this service has, so far at least, been rather small, according to newspaper executives.

Yet here and there, advertisers have requested such sophisticated marketing.

Earlier this year, the dailies in Montgomery, Ala., were approached by a car dealer with a limited number of full-color, slick-paper inserts he wanted to deliver to his best prospects.

Advertising Director Donald R. Hatley was able to set up a system whereby the preprints were delivered—either in The Montgomery Advertiser (morning, circulation 48,410) and Alabama Journal (evening, 23,285) or by mail—to only the highest-income ZIP codes in the Montgomery market.

Hatley says he is now planning to show a local real estate dealer with an inventory of unsold houses how the newspaper could reach apartment dwellers.

"I can see the day when we'll be able to hit all the left-handed cigar-smokers on the left side of the street whose names start with M," he says. "Nobody else is better suited to do it."

In Virginia, the Roanoke Times & World-News (all-day, 121,115) has served advertisers trying to reach consumers at both the top of the market and the bottom.

It has delivered ads for a department store with a special on silver and for a low-price furniture store, according to Advertising Director J. Bruce Bradley.

In one of the country's most sophisticated targeting operations, the Corpus Christi (Texas) Caller (morning, 61,523) and Corpus Christi Times (evening, 24,040) have divided their primary market area of 104,000 households into 10 zones. The newspapers—using the daily editions, direct mail to nonsubscribers, and a weekly publication containing local stories and ads that goes to all households—can deliver to zones as small as 6,000 households.

Advertising directors say that setting up such a system is not just a matter of pushing a few buttons.

Demographic information is available from a variety of sources, including the U.S. Bureau of the Census, but it is not always suitable or timely enough for a newspaper's needs. Moreover, the different kinds of information often must be combined into a form that is useful to the newspapers. Just programming the data into computers can be expensive and time consuming, too.

For example, census tracts can be matched with ZIP codes. This is a fairly simple process, but the end result may not be useful in cases where ZIP-code areas embrace households with widely disparate income levels.

Advertising Director Chuck Evers says that for this reason, the Corpus Christi papers went to the trouble of correlating census tract information with postal carrier routes, which average about 500 households.

The newspapers also set up their zones so that higher income areas can be grouped together for easy, multiple-zone targeting. The match between census tracts, carrier routes and newspaper zones is not perfect, Evers notes, but it is close enough to satisfy most advertisers' needs.

The Corpus Christi papers also have embarked on the next stage of target marketing by providing zoned saturation coverage for advertisers too small to generate preprints. The newspapers' total-market-coverage weekly publication is delivered to four zones and advertisers can choose in which of these they want their ads to appear.

Evers says the newspapers' target-market and total-market coverage capabilities, especially direct mail, are not only a convenience for advertisers but also are generating an average 20-percent profit for the newspapers.

Thus, despite the complexity inherent in setting up such systems, many advertising and circulation executives view targeted marketing as the wave of the future.

"Everyone is headed that way," says Circulation Director Donald L. Holloman of the Columbus (Ga.) Ledger and Enquirer. He estimates that for most newspapers, fully implementing the capability of computer systems for target marketing is still three or four years away, but he believes such a step is necessary for survival. ☐

Troubled ANR shows 2nd-quarter profit

National Newspaper Association leaders continue to study the future of the organization's financially troubled advertising subsidiary, American Newspaper Representatives Inc.

The NNA Board of Directors, which discussed the subject at its July 15 meeting but reached no decision, will take up the matter again at its Aug. 25 meeting in Chicago.

Following the July meeting, NNA Executive Vice President W. Melvin Street reported that ANR had realized about a $20,000 profit in the second quarter of 1983 and that there was "no real urgency" about the ANR situation. "We are just going to study all the options and may even continue the way we are now," Street said.

ANR finished its last fiscal year with a deficit and had to borrow $40,000 from NNA to partially make up the shortfall. It went back to NNA for another $10,000 loan in March when it also borrowed $10,000 from the Newspaper Association Managers. Beginning in April, ANR added an additional 1.5 percent to its commission [presstime, June 1983, p. 44]. ☐

State lawmakers, regulators tightening screws on utility ads

State governments are cracking down like never before on advertising by public utilities.

So far this year, 14 state legislatures have considered bills to restrict public utility advertising, a considerable surge in such proposals, according to the American Advertising Federation. One bill was enacted into law in Arkansas; another is awaiting the Illinois governor's signature.

However, action by the legislatures apparently is only the tip of the iceberg.

In recent years, some state public utility commissions have acted without legislation to prohibit utilities from including certain advertising costs as part of the expenses that may be passed along to consumers, according to state press association managers. Utilities tend to reduce advertising if costs must be paid from shareholders' profits rather than being charged to consumers as a cost of providing utility services.

But associations say a much more important issue is government interference in commercial free speech. By restricting certain types of ads, governmental bodies have put themselves in the position of having to define and judge advertising.

A 1982 survey by the National Association of Regulatory Utility Commissioners found 33 states have adopted regulations that prohibit charging the consumer for promotional, political or institutional ads, or ads promoting appliances. They also place on utilities the burden of proving that ads are necessary, "reasonable", or that they benefit subscribers and customers.

Such restrictions at the state level are in part the outgrowth of federal guidelines issued by the the Department of Energy in 1981 despite opposition from utilities and ANPA [presstime, Feb. 1981, p. 17].

Those guidelines, based on the Public Utility Regulatory Policies Act of 1978, encourage utilities and state utility commissions to exclude political and promotional advertising costs from rate bases. The guidelines permit utilities to use customers' payments to cover advertising of energy-conservation messages, energy-efficient appliances, service and safety information, and employment opportunities.

Sometimes just the threat of governmental action can affect a utility's advertising schedule.

Raymond C. Jones, general manager of the Pennsylvania Newspaper Publishers Association, says neither the Pennsylvania Legislature nor the state utility commission has ever formally enacted regulations on utility advertising, but proposals to do so keep surfacing in both forums. This has had the effect of prompting Pennsylvania utilities to reduce the amount and types of advertising they place, he reports.

Like other state press association managers, Jones worries about the chilling effect of such governmental activities. The theory that reducing advertising can save money for consumers is one that can be applied to many activites beyond utilities, he notes. "Once you start down that road, where do you stop?" ☐

Minnesota papers discontinue separate national, local rates

Members of the Minnesota Newspaper Association on Sept. 1 will do something that national advertisers have been begging newspapers to do for years: They will discontinue their separate, national advertising rates and charge the lower local rates for national ads placed through the association.

The MNA Board of Directors approved the change in June in an attempt to reverse a decline in national advertising placed with MNA members.

The state association places national advertising for about 500 publications, including half of Minnesota's dailies.

Last year, MNA ordered about $1 million worth of advertising, and its commissions—18 percent for ads placed with weeklies and 12 percent for those placed with dailies—provided about one quarter of the association's annual budget.

An MNA survey conducted last fall revealed that its members' national advertising rates averaged 18 percent higher than local rates.

Traditionally, newspapers have charged a higher rate for national advertisers because those ads were placed by ad agencies that charged newspapers a 15-percent commission. On top of that, ads placed through MNA's one-order, one-bill service were subject to the association's commission.

In their complaints about higher national rates, advertisers have stressed that national ads usually arrive camera-ready and are thus much less expensive for a newspaper to run than local ads.

MNA Executive Director Michael B. Kramer reported that recently a new economic strategy on the part of advertising agencies has put even more pressure on newspapers.

Faced with clients determined to hold down costs, ad agencies have been negotiating their fees for placing ads on the premise that they will get the lowest rates available from media. In order to fulfill such terms, the agencies have been bypassing the MNA's one-order, one-bill service, going directly to newspapers and asking for local rates or co-op rates, which also are lower than national rates.

Under the MNA's plan, the association will take its commission, but no ad agency commissions will be paid. The agencies will receive all of their fees from clients.

Some newspapers, including some large metropolitan dailies, have had one advertising rate for years, but most report no deluge of national ads followed the change. In fact, The Courier-Journal and The Louisville (Ky.) Times, which established one advertising rate in 1965, reverted to a separate national rate in 1981. The volume of national advertising did not increase enough to offset the expenses involved in attracting the advertising, according to Donald B. Towles, vice president and director of public affairs for the newspapers.

But MNA's Kramer said advertising in smaller dailies and nondailies is a very different experience from advertising in metro papers. He believes the convenience and the psychological impact of charging only one rate will encourage national advertisers to use newspapers.

"MNA is pioneering the route many state associations will follow in a few years," Kramer predicted.

ANPA, NAB publish guidelines to help in phasing in SAUs

ANPA and the Newspaper Advertising Bureau have published a guide for newspapers planning to adopt voluntarily the expanded Standard Advertising Unit system.

The booklet, prepared by the newspaper business' Working Committee on Advertising Standards, explains what the new standards are and what different newspaper department managers should consider in planning for implementation by next July 1 [presstime, July 1983, p. 16].

It includes information on the new standard rate card format developed by the International Newspaper Advertising and Marketing Executives; on the standard elements that the International Newspaper Controllers and Finance Officers recommends be included in invoices; on how newspapers' reports to Standard Rate & Data Service Inc. will be affected by the new standards; and on how to apply them to tabloid sections.

The publication lists newspapers of various circulation sizes that already have adopted the recommended format—six columns across a broadsheet image area 13 inches wide.

Copies of the guide are being mailed to daily and weekly newspapers throughout the United States. Additional copies are available from ANPA at The Newspaper Center in Reston, Va., or from NAB at 485 Lexington Ave., New York, N.Y. 10017. ☐

U.S. advertisers lead world in expenditures

The United States spent more on advertising by far than any other nation in 1981, according to a recent report by the International Advertising Association and Starch INRA Hooper, a Mamaroneck, N.Y., advertising research firm.

U.S. expenditures for the year were $61 billion, far ahead of number-two advertiser Japan, which spent $11 billion. Print advertising accounted for the largest portion of expenditures worldwide, 41 percent, but the report noted television's and radio's shares are gaining, especially outside the United States. ☐

News research roundup

While the Associated Press and United Press International appear to be carrying more foreign stories on agriculture, entertainment, cultural arts and human interest than they did in 1979, small city dailies still tend to pick out and use foreign stories that emphasize conflict and violence.

That was one finding of **"Foreign News Coverage in Two U.S. Wire Services: An Update,"** a study of foreign wire news and how it was used by 11 small Indiana dailies. The study was conducted in 1981 by two Indiana University journalism professors, G. Cleveland Wilhoit, associate director of the Bureau of Media Research, and David Weaver, bureau director. Reported in the spring 1983 Journal of Communication, the study updates a similar 1979 study by Weaver and Wilhoit.

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Informal policies that vary from story to story and from editor to editor appear to govern **"The Use of Veiled Attribution in Newspaper Articles,"** the subject of a study conducted for the American Society of Newspaper Editors Ethics Committee.

The study centered on reporters, editors and anonymous sources involved in 37 instances where newspaper stories did not name sources.

"The consensus of the reporters interviewed was that the requests (for anonymity) are more frequent than they need be," said author Scott Lewis of the University of Iowa School of Journalism and Mass Communication. The study was supervised by Gilbert Cranberg, George H. Gallup professor at the university. Single copies are available from ASNE, Box 17004, Washington, D.C. 20041.

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The University of Missouri School of Journalism recently published the first issue of IDEAS, a **new quarterly journal of applied research**. According to George Kennedy, chairman of the IDEAS Editorial Board, the publication will offer practical research that journalists can use.

The first issue contained articles on newspaper graphics, the university's Freedom of Information Center and on how to report the quality of life in communities. Sample copies are available from Missouri Cooperative Extension Service, University of Missouri, Columbia, Mo. 65211. ☐

NY Times requests new ABC status

The New York Times has applied to the Audit Bureau of Circulations for status as a national newspaper.

The Wall Street Journal, Women's Wear Daily, The Globe and Mail of Toronto and The Christian Science Monitor also are listed as national newspapers, a category created by ABC in November 1982.

Leonard R. Harris, director of corporate relations and public affairs for The New York Times Co., said that about one-third of the Times' total circulation of 963,443 daily and 1,563,531 Sunday now comes from outside the metropolitan New York area.

ABC-designated national newspapers report circulation by a national total or by states or provinces rather than by Retail Trading Zones, designations used by other dailies. Once a year, such newspapers also report circulation by towns where more than 25 copies are sold. The ABC is considering a proposal for national newspapers to report circulation by counties as well.

Also, unlike other dailies, newspapers in the national category may count as paid circulation subscriptions in groups of more than 11 purchased by corporations for their employees. However, other bulk sales, such as those to hotels and restaurants, still may not be included with paid circulation totals. ☐

Estlow named chairman of ABC liaison group

Edward W. Estlow, president and chief executive officer of Scripps-Howard, has been named chairman of the joint ANPA-Newspaper Advertising Bureau committee that will oversee liaison with the Audit Bureau of Circulations.

Estlow's appointment was announced jointly by ANPA Chairman and President William C. Marcil and NAB Chairman Lloyd G. Schermer. He succeeds John B. Lake, publisher of the St. Petersburg (Fla.) Times and Evening Independent.

The committee was created early this year as an advisory link between newspaper publishers and ABC [presstime, May 1983, p. 48]. ☐

B. Gail Mitchell

Criminology studies lead to circulation job

By Elise Burroughs
presstime staff writer

Although the job of circulation manager historically has had a "tough guy" image, there aren't many circulators who have a bachelor's degree in criminology and corrections and a master's in social rehabilitation.

Yet B. Gail Mitchell, circulation manager for the Abilene (Texas) Reporter-News, says the skills and interests that first pointed her toward a career in criminology are invaluable in the nuts-and-bolts duties of a circulation manager, too.

"You're still dealing with people, but it's in a free-world situation, so to speak, not with people in prison or on parole," Mitchell explains. "And you're also able to work with kids, but kids who are interested in earning money and making something of themselves. You don't have to prod them and push them to work for something better."

Mitchell was named circulation manager of the 54,913-circulation all-day daily last year at the age of 29. Reporter-News Circulation Director Albert W. Miller says that although she had been in the circulation field less than five years, Mitchell showed "great promise and willingness to learn," making her the obvious choice for the job. Her customary operating style, he notes, involves "aggressiveness, far-sightedness and the ability to integrate herself into the total circulation system."

Mitchell says that in newspaper circulation she has found the kind of varied, exciting and financially rewarding career she was looking for when she embarked on criminology studies at Sam Houston State University in Huntsville, Texas.

A native of Georgia who has lived in the Lone Star state since the age of three, Mitchell says she had high hopes for a professional career in criminology when she entered the job market with her 1974 undergraduate degree, but she found proffered jobs to be surprisingly low in pay. With the understanding that a graduate degree was necessary to qualify for better-paying jobs, she returned to school and earned her master's. But by the time she did, in 1976, Mitchell notes, so had a lot of other budding criminologists. "I had several job offers, but the money just was not there," she recalls.

Discovering that hanging wallpaper in new homes paid better than counseling convicts or supervising parolees, she became part-operator of a wallcovering sales and service store in Huntsville. But it was not the career she wanted. "I had a problem, being single, seeing myself 65 years old still climbing up and down ladders with no medical security," she says.

So she applied for a district manager's job at the Huntsville Item and was hired by that Harte-Hanks Communications Inc. daily, where several of her friends worked. "I was there for only a short time when I realized the newspaper offered me the opportunity to use many of the things I had learned," she says.

After several months of dealing with carriers and of bundling, distributing and delivering newspapers, Mitchell's enthusiasm for the job attracted the attention of her supervisor. She was nominated for a circulation management training program then offered by Harte-Hanks and began the one-year program with a stint at the 12,398-circulation Greenville (Texas) Herald-Banner. From there, she was assigned to a 210,000-circulation, free-distribution, thrice-weekly newspaper, the San Francisco Progress. She finished her training at the Abilene daily.

The whirlwind program brought Mitchell into contact with virtually every facet of newspaper circulation, from planning youth carrier promotions through tracking starts/stops to dealing with unionized, adult independent contractors. She had weekly reports and evaluations, with suggestions on how to improve her performance.

"It was not a classroom atmosphere. Probably 95 percent of the training was actually doing jobs and learning the Harte-Hanks philosophy of running newspapers," Mitchell explains. "We are operating with the philosophy of, 'The customer is number one.' That's exciting."

Upon completion of her training in 1979, Mitchell was offered the job of co-manager of state circulation at the Abilene Reporter-News; she assumed responsibility for all state circulation the next year.

As she became more comfortable in the job, Mitchell began familiarizing herself with budget planning and other management aspects of the field. When the job of circulation manager opened in February 1982, Reporter-News Publisher Frank Puckett Jr. chose Mitchell over many seasoned veterans—all men.

Being one of only a handful of women in an overwhelmingly male field has led to "a small degree of resentment or lack of confidence in my ability" on the part of some, Mitchell says. In response, she says simply, "I see myself as the circulation manager paid to get the job done.

"Just as in other male-oriented situations, changes are coming, they are visible, but we still have a way to go before we can say changes have been made," she says. Among peers, such as those in the Texas Circulation Managers Association, she feels she has won acceptance. Harte-Hanks is encouraging her to seek further training.

Although the circulation field offers enough challenges to keep her busy for the next few years, Mitchell says she is keeping an eye on the growing trend of circulation executives rising to the ranks of general managers and publishers. She does not intend to remain in circulation forever.

Publisher Puckett says he is aware of her goals. If she continues to exhibit the dedication she has shown so far, he says, "there is no reason why such opportunities won't be there." ☐

Mitchell chats with carrier Mark Taylor.

FOIA helps the public tolerate CIA activities

By Sen. Patrick Leahy

Of the many things Congress has done to open government to scrutiny and accountability, probably none has been more important to the public or more resisted by the executive branch than the Freedom of Information Act. Why do presidents and agencies resent the FOIA so much? Is it because they would prefer to file their mistakes, abuses and bad judgments in a drawer marked "Top Secret" and forget about them?

The executive branch seems to be bothered most about the supposed dangers to the operations of secret intelligence services such as the Central Intelligence Agency. Repeatedly, administrations have searched for ways to put the intelligence agencies totally out of reach of the FOIA.

Congress has refused to give in to these special pleadings. FOIA has been too important in rebuilding the American people's faith in their government. The Freedom of Information Act is here to stay, for the intelligence agencies as well as the rest of the executive branch. Information gained through the act on such important events as the Bay of Pigs and the Cuban missile crisis has added immeasurably to public understanding of our government's policies and the role of intelligence.

It is unfortunate that some in the CIA do not seem to grasp how important the FOIA is to public toleration of their agency. Secret services are alien to the basic concepts of our democracy. We accept them because, as the world's preeminent military power, we can't operate without them. We tolerate them because the American people believe there are effective controls protecting our civil liberties.

We have finally begun to restore some confidence in the intelligence agencies following abuses revealed by the Church and Pike committees. The worst thing for the CIA would be to gain a complete exemption from the FOIA. Public trust would quickly fade. Fears of renewed abuses and political manipulation would abound. Pressures would grow on Congress to legislate even more stringent controls.

Obviously, the CIA cannot give out all its secrets to people making requests for information under FOIA, nor should it. It must protect sensitive information about the identities of sources, methods of gaining intelligence and activities whose existence must not be disclosed for national security reasons. No reasonable person expects such information to be revealed.

But in my judgment it is not true that the FOIA endangers these secrets. The act has broad exemptions for national security information, and the courts have repeatedly upheld CIA denials of FOIA requests on these grounds. FOIA may be imposing some burdens on the CIA, but I am not persuaded that disclosure of sensitive information is one of them.

A new bill has been introduced in the Senate that might offer an acceptable way to alleviate genuine CIA problems while protecting the public's right of access to information about national policy. The bill, now before the Select Committee on Intelligence, would exempt the CIA "operational" files on how it collects intelligence, while leaving intelligence information going to policymakers open to FOIA search and review.

Good-faith compliance with FOIA requires the agency to undertake a search of operational files, often involving thousands of documents, with the knowledge that virtually nothing will be released. Since these files contain information that could reveal the identities of agents, the techniques of intelligence-gathering and the existence of secret operations, only experienced agency intelligence officers can do this review.

FOIA requests are handled on a first come, first served basis. Futile searches of operational files are causing a long backlog, and the CIA is now taking over two years to respond to FOIA requests. Information relevant to policy decisions which *can* be released is being inordinately delayed. Some ways need to be found to improve the CIA's performance under the FOIA.

The Select Committee on Intelligence has held two hearings on this legislation, and is now awaiting responses from the CIA to a number of questions on how it would be applied. The Intelligence Committee could vote at any time now, but it would be unwise to act on the bill until the committee has resolved a number of troublesome issues.

Before it grants relief, Congress must make sure that the CIA cannot use the "operational file" label to cover material that has nothing to do with sources and methods and ongoing intelligence activity. No law should lead to less information.

Second, there must be unambiguous and enforceable procedures for discovering information on abuses and improprieties that might be stored away in operational files. FOIA has permitted the public to probe past CIA abuses aimed at American citizens. This type of information cannot be placed off-limits in the future.

And third, the public as well as the CIA has to benefit from any change in the current situation. If it is to be freed from searching and reviewing operational files, the CIA has to make serious commitments to faster, better responses to future requests for information that is accessible under the FOIA.

As a member of the Intelligence Committee, I sympathize with the agency's dislike of diverting highly trained officers to FOIA review, and with its anxiety for the safety of agents. But as a United States senator and a concerned American, I cannot agree to a return to the old days before the FOIA. That would be bad for the American people—and bad for the CIA. ☐

Leahy, a Vermont Democrat, is a member of the Senate Judiciary Committee and a leading advocate of freedom of information. He introduced the Freedom of Information Improvements Act, which ANPA supported. This article originally appeared in the July 14 edition of The Washington Post.

Style, like fashion, changes with the times

By C. David Rambo
presstime staff writer

John G. Griffin

Chris French

Newspapers differ widely in content, appearance and editorial stance. But there is great order to this diversity.

Nearly everybody spells out numbers from one through nine, for instance. It's almost standard procedure everywhere to write 20 Main St. (not Street) or 20 Locust Drive (not Dr.). And hardly anybody writes "The President said" when referring to Ronald Reagan. They assign a lower case, as in "president," to the nation's most esteemed title when it does not accompany the name.

This all comes as a result of a fairly even writing style established by the Associated Press and United Press International and followed by the vast majority of U.S. dailies.

Experts say that unlike 50 years ago, when there were nearly as many styles as there were daily newspapers, most dailies today follow AP and UPI style almost to the letter. "It has become literally the standard for the industry," says Dan Perkes, assistant general manager in charge of AP Newsfeatures and Wide World Photos.

The exceptions involve mainly policies reflecting local needs.

For example, The Philadelphia Inquirer's stylebook includes the term "rowhouse," to reflect local usage. Neither AP nor UPI addresses that point. Overall, the Inquirer's book is "60 percent AP, 40 percent us," with six or seven entries from The New York Times stylebook, says Managing Editor Gene Foreman.

Other notable exceptions involve controversial styles like those for courtesy titles. Many newspapers have abandoned use of Mr., Mrs., Miss and Ms. altogether, although AP and UPI still call for titles for women on second reference.

Arbiters of style are grappling with such conflicts and trying to determine an industrywide consensus—something not easy to do, they report.

In addition to such line-by-line judgments, wire service style is keeping pace with other changes in the news business.

AP is planning to deliver its stylebook to newspapers electronically for storage in front-end systems. The Chicago Sun-Times already stores its stylebook electronically, and the Fort Worth (Texas) Star-Telegram plans to do so.

Moreover, both AP and UPI recognize that electronic publishing systems may require some new elements of style to facilitate reading on a screen.

Evolution of a benchmark. The computer-oriented stylebook of the future is a far cry from the origin of the species.

The first such industry guide was published by United Press in 1929. UPI Deputy Managing Editor John G. Griffin says the book was a manual outlining "principles for newsmen" with a five-page section on style. The manual lacked the detail of the modern-day version, offering more general admonitions. For example, it urged newsmen to avoid bromides such as "reign of terror" and "ambulances raced to the scene," according to Griffin.

AP's first stylebook was a 96-page booklet published after World War II, Perkes says.

In 1960, AP and UPI put their heads together and collaborated on a set of uniform guidelines for newspaper writing. They published separate but very similar stylebooks that marked the beginning of a joint wire-service effort to deliver copy in a consistent, no-surprises form.

These efforts began to answer copy desks' pleas for an arbiter on the countless stylistic questions inherent in any form of writing.

But it wasn't until 1977 that AP and UPI developed what many copy editors consider the final word on most points of style. After two years of joint discussions on issues ranging from "a, an" to "ZIP codes," each published major revisions of their 1960 works. Those publications, or reprintings of them, have become ubiquitous in newsrooms throughout the country: *The Associated Press Stylebook and Libel Manual*, which runs to 288 pages, and the 196-page *United Press International Stylebook*.

Keeping it simple. Howard F. Angione, who was chief editor of the 1977 AP stylebook, says the main intent of the revision was "to stop making Philadelphia lawyer distinctions in whether to spell out or abbreviate" and to "eliminate 'gotcha' kinds of subtleties." The planners, chiefly Angione and Bobby Ray Miller, an editor at UPI, did not want to dictate usage but rather to determine a consensus on the language and "give it order and form."

"The man working alone at 3 a.m. had to be able to read the book and answer a (style) question himself. . . . But we didn't want to insult the veteran journalist, either," Angione says.

Part of their work included choosing a dictionary for first consultation beyond the stylebook. The choice was *Webster's New World Dictionary of the American Language, Second College Edition.*

The result was that there are fewer acceptable abbreviations in the AP and UPI books. There are fewer exceptions to rules. There are more explanations by example. "One or two examples could be worth 1,000 words of discussion," adds Angione, who is now systems editor of The New York Times.

For example, the old style held that "Fort" in Fort Wayne, Ind., should be spelled out because it is part of a name of a city, but that Ft. Bragg should be abbreviated because it is a military base. The new style requires "Fort" always to be spelled out. "Mount" also is always spelled out whether it be Mount Clemens, Mich., Mount Everest or Mount St. Helens. (And note well: It's not Mount "Saint" Helens.)

While the AP and UPI stylebooks offer almost identical styles, there are some exceptions. For example, AP always capitalizes titles of nobility; UPI uses upper case only if the titles precede a name.

Interestingly, the wire-service books—especially the AP version—have developed a following beyond the practitioners of the news business. About 50,000 copies of the AP book are printed each year, and Perkes says only 5,000 or so are purchased by newspapers.

Colleges and universities account for the bulk of the sales. Although most are bought in connection with journalism education programs, Perkes says people from many academic fields also look to the book as a baseline for use of the language.

The stylebook even is sold to the public, often in shopping-center bookstores.

Cost of the AP Stylebook is $3.75 to member newspapers, $4.75 to bookstores serving AP-member schools and $5.75 for single copies to non-AP members. Cost of the UPI Stylebook is $3.25 to subscribers, and $4.95 for single copies to nonsubscribers.

The AP stylebook led to another, related AP book called *The Word* [presstime, Dec. 1982, p. 22]. Written by AP staffer Rene J. Cappon, the book examines the need for "simplicity" and "directness" in news writing.

In addition to plans to deliver its stylebook electronically to newspapers, AP also is considering reproducing it as a software package for home computers.

How do I change thee? Of more immediate impact on the newspaper business is the way revisions are decided.

Chris French, current editor of the AP stylebook, says stylistic questions are resolved several different ways. If an entry becomes outdated and an obvious alteration is in order, French will make the change without consulting higher-ups.

But as the style issues get more complicated, other AP officials—including Vice President and Executive Editor Louis D. Boccardi, General Manager Keith Fuller, members of the Associated Press Managing Editors Association, and sometimes even the AP Board of Directors—get involved, he explains. UPI also is consulted.

AP also occasionally conducts a survey of members' views on various style issues.

"There is nobody directly overruling anybody," French says. "There are a lot of checks and balances in the thing."

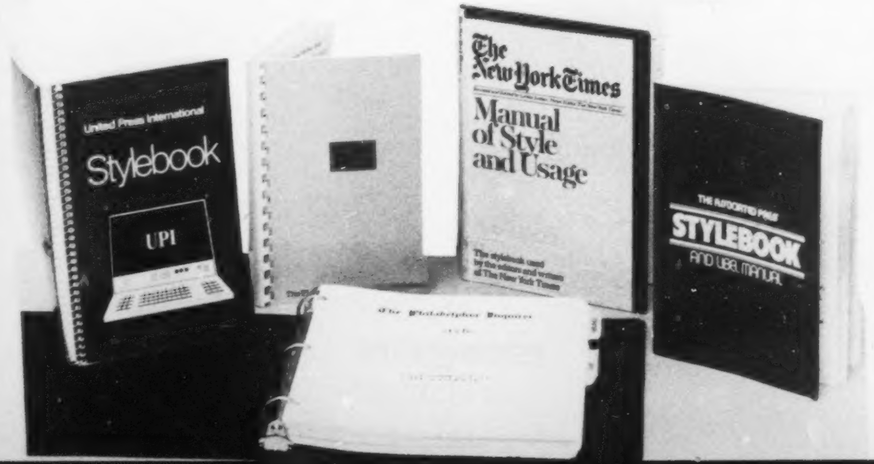
The courtesy-title issue has been one of the most-discussed style questions in recent years. There is no count of the number of U.S. newspapers that still use courtesy titles, although some of the nation's biggest newspapers (including The New York Times and The Wall Street Journal) have retained them.

Experts say many dailies are frustrated by the issue. "We've found many people don't know how they want to handle it," French says. Editors look to AP "to tell them what to do" on this and other matters.

Last year's Associated Press membership survey, which had a response rate of 53 percent, showed just less than half of the respondents favored eliminating courtesy titles, while 40 percent said they wanted to keep existing rules.

The process at UPI is similar, although Griffin says stylistic issues have been pushed aside temporarily until the news service moves most of its editorial operations to Washington, D.C.

Regardless of the method for altering style, editors say the most important point is that no substantive change be made in a vacuum. The work of Angione and Miller for the 1977 product included consultation with the stylebooks of 10 daily newspapers, various government publications including the Government Printing Office stylebook, and numerous manuals for guidance on questions of religion, business and geography.


United Press International
Stylebook
UPI
The New York Times
Manual of Style and Usage
The Philadelphia Inquirer
The Associated Press
STYLEBOOK
AND LIBEL MANUAL

"They all feed off of one another," French observes.

Some common denominators. The Fort Worth Star-Telegram, for example, plans to follow most wire-service entries for its stylebook now in editing stages. But like The Philadelpha Inquirer and others, it will weave in differences. The Star-Telegram will use Braniff International (instead of Braniff Airways as per AP and UPI) and will say the bankrupt airline has headquarters in Grapevine, Texas (not Dallas).

Like the Sun-Times' book, the Star-Telegram's will be entered into the computer. However, because reporters will find it difficult to call up a stylebook entry while a story is on the screen, the book also will be produced on hard copy, says Assistant Managing Editor Michael Stricklin.

Some newspapers have decided to abandon whatever formal styles they had in favor of the AP-UPI guides. The Post-Gazette in Pittsburgh published a stylebook in 1974 but dropped it after the wire services produced their joint 1977 work, says Managing Editor William E. Deibler.

The Seattle Times followed a similar course partly because keeping up its own stylebook was "too cumbersome," says James B. King, editor and vice president-news and editorial.

Style experts say wire-service style will become increasingly important as writers and editors in new electronic publishing ventures strive to keep their stories tight, informative and easy to read.

Sue Cunneff, AP general broadcast editor who oversees AP copy used on 430 cable systems in the United States, says it is possible to use some abbreviations in headlines to save space. For example, in headlines for its cablecasts, AP uses "Secy" for secretary and the U.S. Postal Service's two-letter abbreviations for states. However, the electronic copy follows basic AP newspaper style. Cindy Canoll, acting supervisor of AP's Viewdata services that supply copy for six videotex systems, agrees that the material must be read easily. Her copy also follows newspaper style.

"I hate to use the computer terms, 'user friendly,' for instance, but you have to present (copy) in a way that people are going to understand it," Canoll says. "People have enough trouble just getting onto the system." ☐

Ratification of Guild, ITU merger in question

By Clark Newsom
presstime labor writer

Following approval by The Newspaper Guild's convention, the only thing standing between a long-proposed merger between the Guild and the International Typographical Union is the affirmative votes of the unions' rank-and-file. But some labor relations experts believe this last hurdle will be difficult to clear.

Delegates to the Guild's June 27-July 1 convention in Cleveland voted 382.5 to 12.5 in favor of the merger. Votes were apportioned to locals according to size.

The only dissenting votes came from the Akron, Chicago, Cleveland and Washington-Baltimore locals. Chicago was the only one to cast its entire block against the merger.

Guild President Charles A. Perlik Jr., who had strongly urged ratification of the proposed merger, said after the vote: "We're on our way to merger."

The Guild's members will vote Sept. 22 through Sept. 27, with the official tabulation of ballots to be announced Oct. 10. The ITU had not scheduled a date at press time, but it is expected to coincide with the Guild voting.

The merger would create the 70,000-member Media Workers International Union, which would be the largest union in North America composed primarily of newspaper employees [presstime, July 1983, p. 48].

Many labor relations experts are hesitant to predict the outcome of the referenda, saying they want the benefit of discussions that will take place during the ITU's convention in San Francisco Aug. 6-12.

However, ANPA Manager/Labor Relations Charles Cole said he believes it is "questionable" that the merger will be approved by the memberships.

And Cecil U. Elliott, vice president/labor relations and personnel for The Tacoma (Wash.) News Tribune, said, "My personal opinion is that the merger won't fly." He noted that officers of Northwest Typographical Union No. 99 have come out against the merger in their local publication.

The uncertainty about the outcome extends to the unions themselves.

Gerald Minkkinen, executive director of the Chicago Guild, said the convention vote in favor of merger "is not necessarily indicative" of the way Guild members will vote in September. "I think there is a better chance of passage in the Guild than in the ITU," he said. "I have heard that there are huge blocks of ITU members who will vote against it. The retirees, for example, are strongly against it."

50th Anniversary Convention
1933
THE NEWSPAPER GUILD (AFL-CIO,CLC)
1983
Cleveland, June 27-July 1, 1983
HARRISBURG
WILKES-BARRE
SCRANTON

The Guild Reporter

President Charles A. Perlik Jr. presides over the Guild convention.

As for his local's disapproval of the merger at the Guild convention, Minkkinen said members felt the merger was not in their best interests. "We have an excellent relationship with the ITU," he said, "but I don't know if we have to marry them to get along."

In an address to the Guild convention, ITU President Joe Bingel noted that his union's executive council is divided on the merger question, with three in favor and two opposed. "This puts an extra burden on those of us who believe that we must stop looking backwards for a model of existence," he said.

(One of those opposed is ITU Secretary-Treasurer Thomas W. Kopeck. His appeal to the executive council of his home local's decision to deny him candidacy as a delegate to the ITU convention was denied July 20 on grounds that he could not perform his duties as a delegate while performing the duties of a full-time officer. Kopeck said he will appeal to the convention.)

After the Guild delegates approved the merger plan, Bingel said he would do "all in my power to match your giant step forward." He said he would urge the ITU membership to approve the merger "before it is too late and the world of technology has passed us by, and our opportunity and dreams of one big union are gone."

Fifty-five locals from across the United States, Canada and Puerto Rico sent 221 delegates and six alternates to the convention, which featured an observance of the 50th anniversary of the Guild's founding.

Aside from the merger discussions that dominated the proceedings, ANPA Vice President/ Human Resources Roy W. Anderson told the delegates that "if we can agree on the problems and the opportunities ahead, and if we can agree to learn from the experiences of the past, then our business can grow and prosper."

He noted that while an adversarial attitude between management and organized labor may have been necessary at one point, "it is a negative force in any growth business."

"My hope is that we are flexible and creative as newspaper organizations and

The Guild Reporter

ANPA's Anderson urges cooperation.

that we will continue to achieve profitable results," Anderson said. "My concern is that in some situations the philosophy of adversarial relationships will dominate and turn success into failure."

In other action, the convention approved resolutions:

- Calling for Guild locals to seek through central labor councils a consumer boycott of USA Today in all its markets. Most of the 19 plants where the paper is printed are nonunion, as is the Rosslyn, Va., headquarters where it is assembled. The San Francisco Bay Area AFL-CIO has put the paper on its "We Do Not Patronize" list.
- Condemning the Associated Press for refusing to guarantee in a new labor agreement with the Wire Service Guild that it will not discriminate against homosexual employees. The resolution called upon AP to "join the ranks of progressive firms with responsible 20th Century corporate employment policies with regard to sexual preference and affectional orientation."
- Calling for rejection of amendments to the federal Freedom of Information Act that would tighten government controls over the release of information. The resolution urges Guild locals and members to join in a contemplated petition campaign on behalf of two bills, S 1034 and S 1335, to be conducted jointly by the Guild and the Society of Professional Journalists, Sigma Delta Chi.

Perlik was re-elected president on the convention's final day. He was unopposed. ☐

Pressmen cite health problems

Workers' comp cases multiply

Newspaper executives are watching developments in workers' compensation and related cases in California involving pressmen at the San Francisco Newspaper Agency and the San Jose Mercury and News.

Lee H. Clark, vice president/personnel and labor relations for the agency that performs non-editorial functions for the San Francisco Chronicle and the San Francisco Examiner, said there are about 115 workers' compensation cases pending in which pressmen allege they have hearing, pulmonary and other problems resulting from their jobs. Hearings are expected to begin by early fall.

Also in San Francisco, separate groups of pressmen have filed eight "Doe" suits in California Superior Court against unnamed ink suppliers and press manufacturers. The defendants will be identified "when proper," according to the suits.

The 124 plaintiffs allege that out-of-state corporations are "responsible in some manner for their injuries and damages." They are suing for negligence, breach of express and implied warranties and "willful and wanton misconduct."

At the San Jose newspapers, a group of about 50 current and former pressmen have filed workers' compensation claims alleging pulmonary problems from ink mist and paper dust. No hearings on the claims have been held.

Meanwhile, trial is set for Sept. 6 in Cleveland, Ohio, of a suit alleging a link between newsprint inks and cancer [presstime, July 1983, p. 28]. ☐

Employees terminate union representation

Workers at two Florida newspaper companies have declined further representation by unions.

At The Florida Times-Union and Jacksonville Journal, paper handlers who had been represented since 1969 by a local of the International Printing and Graphic Communications Union filed a petition with the National Labor Relations Board seeking a decertification election.

The union subsequently disclaimed any interest in further representing the employees, and the NLRB revoked its certification.

A similar action involving mailers at the Fort Lauderdale News and Sun-Sentinel resulted in the NLRB's revoking the certification of Typographical Union No. 895. The union had represented the employees since 1980. ☐

AP unions ratify pacts

Members of the Wire Service Guild have ratified a new 29-month labor agreement with the Associated Press [presstime, July 1983, p. 50]. The vote, tallied July 25, was 304-89.

Members of the United Telegraph Workers also ratified a new three-year agreement with AP by a vote of 170-32. ☐

NLRB elections

Beverly (Mass.) Essex County Newspapers, independent: The Beverly Times Editorial Employees Association failed to obtain the required majority vote from production employees. The vote was 13-13.

(NLRB Case No. 1-RC-17900)

Gloversville (N.Y.) Leader-Herald, ITU: Pressroom employees voted 12-6 in favor of representation by Fulton County Typographical Union No. 268.

(NLRB Case No. 3-RC-8417)

Stockton (Calif.) Record, Guild: Loading-dock employees voted 3-1 in favor of representation by Local 92 of The Newspaper Guild.

(NLRB Case No. 32-RC-1798)

Wilmington (Del.) Morning News and Evening Journal, ITU: Newsroom employees voted 68 to 52 against representation by Typographical Union No. 123.

(NLRB Case No. 4-RC-15304)

Ombudsman stays in Guild unit

The position of "reader representative," or ombudsman, at the Minneapolis Star and Tribune remains within the jurisdiction of the bargaining unit represented by The Newspaper Guild.

Decided in an arbitration proceeding, the dispute arose from the merger of the afternoon Minneapolis Star with the morning Minneapolis Tribune in April 1982.

Before the merger, Guild member Louis I. Gelfand served as the full-time reader representative on the Tribune. The Star had assigned reader-representative duties to an assistant managing editor—a position excluded from the bargaining unit.

During pre-merger discussions with the union about staff reductions, the company presented an organization chart that listed Gelfand as "reader's rep."

At issue was whether the union had agreed to a "package" that included the assignment of Gelfand to an exempt position. The union contended it had not agreed to the removal of the reader representative from the bargaining unit.

Arbitrator John J. Flagler upheld the union. He based his decision on "once in, always in" language in the labor agreement: "The jurisdiction of the Guild is defined as all work presently being performed for the publisher by the employees covered by this agreement, and the performance of such work shall be assigned to employees within the Guild's jurisdiction."

Flagler said the company failed to prove that an agreement was made implicitly to exclude the ombudsman's work from the bargaining unit. □

Additional arbitration awards

Chicago Newspaper Publishers Association, IPGCU: Neil M. Gundermann found the Chicago Tribune violated neither the labor agreement nor past practice by posting pressmen's jobs for claiming on the basis of seniority with the company rather than by shift seniority.

Elmira (N.Y.) Star-Gazette, ITU: Thomas J. Maroney ruled that the layoff of five printers after a switch from an all-day to a morning newspaper did not violate job guarantees in the labor agreement.

Harrisburg (Pa.) Patriot and Evening News, IPGCU: Laurence E. Seibel adopted the company's wage proposal to pressmen based on settlements reached with three other mechanical craft unions.

Minneapolis Star and Tribune, Mailers: John J. Flagler ruled that the company did not violate a "status quo" provision in the labor agreement when it refused to acquiesce to the union's demand for job rotation on a new Ferag inserting system.

New Brunswick (N.J.) Home News, Guild: Benjamin H. Wolf sustained the union's grievance in a dispute over vacation pay for employees on maternity leave.

Phoenix Gazette and Arizona Republic, IBEW: Frederick H. Bullen found the company was not obligated to assign maintenance work on a new laser graphics system to union electricians.

Pueblo (Colo.) Star-Journal and Chieftain, ITU: David Goodman upheld the layoff of a printer despite his claim for the job of an employee with less seniority.

St. Louis Post-Dispatch, IPGCU: Robert J. Mueller found the company properly rejected applicants for pressroom jobs who had been referred by the union.

San Francisco Newspaper Agency, Guild: Gerald R. McKay sustained the discharge of an advertising salesman for unauthorized use of a company car over a weekend.

San Jose (Calif.) Mercury and News, Guild: Joseph F. Gentile found the company violated the labor agreement by its "regular and extensive" use of non-Guild-represented janitors to perform work within the union's jurisdiction.

Toronto Star, Guild: Pamela C. Picher found the company did not have the right to impose an indefinite work-sharing program on 17 part-time employees of the classified advertising department.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center, Reston, Va.)

Arbiter upholds principle of firing for absenteeism

An arbitrator has reaffirmed the right of a publisher to discharge a printer represented by the International Typographical Union for excessive absenteeism, even though the printer hires a substitute during his absence.

At the same time, however, Arbitrator William H. Mills overturned the discharge in the dispute between the Birmingham (Ala.) News Co. and Typographical Union No. 104 because the printer apparently did not plan to hire substitutes indefinitely.

The decision upholding the right to discharge was in line with three earlier holdings [presstime, Oct. 1982, p. 52].

In Birmingham, the grievant was discharged Sept. 15, 1982, for neglect of duty. Between March 1 and Aug. 30, 1982, while holding a second job with another employer, he worked 48 days at the News and hired a substitute 72 days.

The labor agreement between the News and union states in part: "Any journeyman is entitled to employ in his stead, whenever so disposed, a competent substitute in his classification of work at straight time."

The case also involved similar language in the ITU's general laws, which the labor agreement incorporates.

Arbitrator Mills said the question was whether an unlimited right to hire substitutes was subordinate to the duties and obligations generally imposed on an employee by the labor agreement and ITU laws.

He found the "broad right" to hire substitutes may not be used in such a manner as to make the job holder "a mere employment agent" for substitutes or in such a way as to convert a permanent job into a part-time job on a permanent or indefinite basis.

Mills, however, rescinded the discharge because there was no evidence that the grievant had decided to "permanently or indefinitely" follow the practice of hiring substitutes rather than performing his job.

The arbiter said he was not foreclosing the company's right to fire the grievant if he continues after reinstatement to hire substitutes on the same basis as in the past. □

Amsterdam News, Guild local reach tentative accord

The New York Amsterdam News and Local 3 of The Newspaper Guild reached tentative agreement July 7 on a new labor contract.

The agreement is subject to final approval by the union's members and the newspaper's directors. General Manager Clarence C. Loftin said the parties had agreed not to release details of the settlement until ratification.

The Guild struck the black-oriented weekly Feb. 1 over management's unilateral posting of new working conditions that would have resulted in a 20-percent cut in pay for the 38 union-represented employees. There would have been no layoffs under the company's plan to cut the workweek from five to four days.

The newspaper was published each week during the strike [presstime, June 1983, p. 32].

In the only other strike activity, a dispute between The Evening Tribune of Welland, Ontario, and Typographical Union No. 927 that began Oct. 6, 1982, continues. The Tribune is publishing, and ITU members are putting out a twice-a-week paper [presstime, Feb. 1983, p. 34]. ☐

Recent contract settlements

Memphis (Tenn.) Press-Scimitar and Commercial Appeal, IPGCU: Twenty-eight-month agreement covering outside circulation employees; retroactive to Feb 21, 1983.

Memphis Press-Scimitar and Commercial Appeal, ITU: Two-year agreement covering composing room employees; retroactive to March 9, 1983.

Montreal Gazette, ITU: Separate three-year agreements covering composing and mailroom employees; retroactive to July 1, 1981.

Philadelphia Inquirer and Daily News, ITU: Thirty-five-month agreement covering composing room employees; retroactive to Oct. 1, 1982.

(Details in July 1983 ANPA Labor & Personnel Relations Letter.)

NPRA conference reasserts link between people, product

By Clark Newsom
presstime labor writer

As in many other newspaper-business forums of late, the need for quality in both people and product was the theme of the recent conference of the Newspaper Personnel Relations Association.

Allen H. Neuharth set the tone of the conference by asserting in the keynote address: "In no endeavor I know of does the quality of individual effort affect the final product more than it does in newspapers. You in personnel are more vital to newspapers than anyone in any other department."

The chairman and president of Gannett Co. Inc. noted that the growing challenges, opportunities and responsibilities of the newspaper business require "the right people with the right stuff." Neuharth stressed that for a newspaper to do the job right, it must have a staff that mirrors the racial and sexual makeup of the community it serves.

Another newspaper executive who touched on the quality theme, David A. Sjosten of the Worcester (Mass.) Telegram and Gazette, noted that newspaper workers "have a wide variety of skills we don't know about."

Sjosten, who is general manager of the Worcester papers, said personnel executives should make themselves aware of these other skills and build a "skills inventory" for use when considering retraining, transfers and promotions.

Jeffrey Hallett, president of the Washington-based Naisbitt Group and associate publisher of "The Trend Report," said Americans are now looking for "quality over quantity."

In pursuing a goal of higher quality, newspapers can anticipate some problems arising from the changing nature of the work force, according to several other speakers.

Nancy Stark, president of Advanced Management Design, an Oakland, Calif.-based management consulting firm, said the need to retrain people for new jobs has arrived at a time when the work ethic has been destroyed by the affluence of the past decade. Deterioration of the work ethic came because younger workers "don't see the relationship between hard work and survival," she said. "Older workers remember hard times."

G. W. (Jerry) Wright

Younger workers are searching for "a sense of direction," Stark said. "As a personnel officer, you have to lay out the ground rules, explain preferred working behavior and the need for manners."

In a more positive vein, Stark pointed out that younger people are comfortable working with members of the opposite sex and with people of different backgrounds.

Charles Bowman, chief of economic growth studies for the U.S. Bureau of Labor Statistics, noted that more married women with children and more blacks will be coming into the work force in the years to come, and that the work force will become middle-aged. "Before 1990," he predicted, "there will be more people in the labor force than outside of it for the first time."

Wayne Haefer, associate director of the American Association of Retired Persons, told the personnel relations executives that "in the future, you will have to have an age-related personnel policy."

NPRA Executive Secretary-Treasurer Patricia P. Renfroe said the June 26-29 conference in Washington, D.C.—the association's 35th—had a record 174 registered participants.

G.W. (Jerry) Wright, director of personnel and industrial relations for The Tampa (Fla.) Tribune, was elected 1983-84 president during the annual business meeting.

Richard A. Williams, vice president/employee relations director of The Journal Co. in Milwaukee, was elected vice president and president-elect. Sara M. Brown, vice president/human resources of The Columbian in Vancouver, Wash., was elected secretary-treasurer. ☐

Preprints pose big challenges for mailrooms

By Paul Kruglinski
presstime technical writer

It still takes people to feed the machines that stuff the preprints.

Since the preprint boom began, newspapers have sought the ability to automatically stuff multiple advertising supplements into the newspaper at press speed.

Progress is being made on this front, but preprint-related difficulties continue to plague the mailroom.

Currently, two manufacturers of inserting equipment claim they have models with high-speed, on-line capabilities. Harris Graphics Corp. recently introduced its NP-1472 inserter that inserts preprints via a carousel arrangement with feeding heads. Ferag Inc. has an on-line inserting system that uses a revolving drum that collates the inserts and feeds them into the newspaper "jacket."

A third company, Custom-Bilt Machinery, also is working on an on-line, high-speed inserter, with a prototype being developed at the Harrisburg (Pa.) Patriot-News.

However, despite some gains in achieving swift, on-line insertions, several vendors and newspaper production executives interviewed by presstime say other mailroom problems continue to impede a high-speed flow of newspapers to the loading dock.

ANPA Director/Technical Research George Cashau observes that "the faster an insert machine works, the harder it is to feed." He says the newspaper business now must find a way to improve the feeding of multiple inserts to the inserting machine.

The Distribution Systems and Productivity Task Force of the ANPA Research and Development Committee is watching developments in the inserting-equipment area, and Cashau points out that ANPA provides Technical Advisory Service assistance in the area of mailroom equipment [presstime, June 1982, p. 41].

The fatter newspaper, caused in part by preprints, also poses mailroom problems beyond the insertion stage. The larger newspaper increases the burden on bundle wrappers and decreases the number of copies per bundle.

Several vendors say they are concentrating research and development on bundling equipment and on "product storage and retrieval," palletizing preprints and depalletizing them.

Karl Ziegler, IDAB Inc.'s advertising manager, points out, "Most stackers are too slow to handle heavy products."

Richard Segel, president of Ferag, agrees. "The whole secret to the system is not tying up the flow at the end" where the stackers are located, he says.

Additionally, both IDAB and Ferag are conducting research and development with robots or robot-like equipment on handling materials from storage to insertion. A more automated palletizing system would make possible still-faster inserting speeds, they note.

Vendors also say that rising use of inserts in smaller, zoned markets necessitates faster, more flexible equipment using computers and other sensing equipment to track designated bundles and to authenticate the contents of the final product.

Sometimes, research and development in the insertion arena leads to a dead-end. Working with the St. Petersburg (Fla.) Times and Evening Independent, the Leger Corp. of Denver attempted to develop a modularized inserter that used unorthodox conveyor-system and inserting engineering. Although the Leger's operation was "spectacular in blasts," a variety of problems in the prototype design cropped up, according to Norman P. Dusseault, manager/operations of the St. Petersburg dailies.

Some headway was made toward working out many of the technological bugs, he says, but neither the now-defunct Leger Corp. nor the newspaper company could raise the additional venture capital needed to continue the project.

While the metal corpse of the Leger project sits draped in a mailroom corner, "just in case someone else gets interested in it," the newspapers have sought more conventional, state-of-the-art technology to deal with their preprint problems, Dusseault says.

Not unlike many other newspapers, the Times and Independent are using more zoned and regional editions and experiencing increasing logistical problems from their growing preprint business. Dusseault says preprints were up 40 percent in the first quarter of this year over last.

"We've got a problem," he says. "We can't get through next winter" without modernizing the current system.

The St. Petersburg dailies have purchased two Harris Graphics NP-1472 inserting machines. Each will give the newspapers the insertion-range capabilities of between 12 inserts at 14,000 per hour to two inserts at 80,000 per hour.

Dusseault, along with some vendors and other newspaper people, feels that recent innovations in inserting equipment and developing technologies will at least alleviate some of the mailroom's preprint problems.

And despite the complexity and variety of preprint-handling problems, Dusseault is bullish on "on-line, lower-cost insertion" systems. "Maybe the combination of high-speed inserters, on-line feeding and robotics may be the total answer," he says. ☐

'Enhancement' is now the watchword

Pioneering days for front-end systems appear over

By Paul Kruglinski
presstime technical writer

In terms of research and development, editorial front-end systems have reached a technological plateau, and any developments from here on in will represent a slightly increasing grade at best, according to newspaper experts.

"Front-end systems have gone just about as far as they can go (technologically)," says John Gallant, assistant managing editor of Cocoa (Fla.) Today and an early participant in the development of the systems.

"There will be continual evolution, not revolution," says Walter G. Fredrickson, vice president/technology of the Harris Corp. and another early developer in the field.

No one expects any major developments in front-end systems, only enhancements to that which already exists. Even though automation of the newsroom dates back only a decade and a half (see story below), publishers and editors find themselves in the position of continually assessing new front-end systems whose expanded memory storage offers ever-greater capabilities.

Enhancements to date include systems that:

- Serve two or more newspaper departments
- Have split screens for displaying background information alongside the story being worked on
- Offer spelling dictionaries in addition to more common hyphenation and justification dictionaries
- Are faster to operate.

The key to systems that can be used by more than one department is the availability of a variety of software packages.

Among companies marketing systems that can be used by both the editorial and the classified departments are Itek Corp. (the Minitek); Autologic Inc. (the APS-Editorial System); Atex Inc. (the 500); Composition Systems Inc. (the 112B); and Delta Data Systems Corp. (the APT-ONE).

Xitron Inc. sells a computer system it says can be used for editorial, classified and business use.

United Press International is marketing hardware and software systems that have application to the newsroom—both locally generated text and wire copy—as well as to the classified and display advertising departments and the business office.

Manufacturers of split-screen systems emphasize that they allow a reporter or editor to manipulate copy in a variety of ways, including having material retrieved from data bases displayed on one half of the screen. Some systems split the screen vertically; others horizontally.

TOP OF STORY
PM-Names, 2 Takes,450-530
Laserphoto NY
Names in the News

Many front ends offer a variety of split-screen features.

There is, of course, an ever-increasing number of data bases with which front-end systems can interact. Although equipment is available that gives most systems access to data bases, some vendors are incorporating the necessary technology directly into their products, thereby bypassing the need for ancillary equipment, or "add-ons."

For the last several years, software providers have offered programs that give word processors the capability of checking spelling. Now, several newspaper vendors—including Systems Integrators Inc., Atex and Autologic—are offering spelling dictionaries, a refinement from the earlier days when only hyphenation and justification dictionaries were offered.

Another trend is leading newspapers away from the so-called "menu-driven" systems. These are systems with procedural formats that require the user to choose from a series of functions to operate the system.

The trend is toward "command driven" systems, in which an operator has the option of using pre-programmed commands or entering specific commands, whichever is most desirable in a given situation.

Although some vendors feel menu-driven systems are "idiot proof," few newspaper systems editors favor this mode of operation.

"Menu-driven systems are so horribly slow," says Cocoa Today's Gallant, adding that reporters frequently learn the system quickly and no longer need to be "hand led" through its functions.

Dump the old system? Despite the addition of so-called "bells and whistles," the basic front-end systems are essentially unchanged from those that came on the market in the mid-1970s.

In fact, many of the early editorial systems such as the Xylogic at the Daytona Beach (Fla.) Journal and the Hendrix at The Detroit News are still in use, albeit sometimes for other purposes. Tippen Davidson, vice president and executive editor of the Journal, says the Xylogic is now being used in the newspaper's classified department for advertising makeup.

Davidson, who is also general manager and production manager of the Journal, says that given the expense of the new, high-powered systems, it sometimes pays to keep the older ones going.

On the other hand, he points out that a front-end system sometimes has to be replaced because a newspaper outgrows its capabilities, or because the system can no longer be kept up mechanically. Manufacturers and suppliers change models, and the system "dies because there are no more kidney transplants available," he says.

To the publisher thinking about purchasing a system for extended use, Davidson offers this advice: "The guy who wants to keep a system a long time had better buy extra equipment to steal parts from."

Davidson feels the current crop of front-end systems are a good buy. Although the Journal's new Hastech Inc. system cost twice as much as the Xylogic in constant dollars, Davidson says the Hastech has more than twice the number of terminals than the old system and four times the power.

At The Detroit News, a Hendrix system bought in 1973 is still in use, having been upgraded and modernized over the years. To accommodate growing needs of its newsroom, however, the News recently added a state-of-the-art system manufactured by Systems Integrators.

The new system, which consists of 100 terminals and six main-frame computers, incorporates computer storage into the VDT itself, as do the terminals of several other manufacturers. According to Michael J. McCormick, production editor of the News, this makes the terminal less dependent on the central computer and therefore more reliable because if the central computer were to fail, the VDT would still be operative.

The system is ergonomically designed with an adjustable screen and keyboard. Within the device itself, it can hyphenate and justify, check spelling, perform head counts and provide text depth. But it must use the central computer for an expanded spelling dictionary.

Despite such advances, many engineers feel there is room for further enhancement of front-end systems and related editorial equipment.

Harris' Fredrickson and Larry Liebson, president of Xyvision Inc. and a pioneer in the front-end field, expect wider use of relatively minor improvements such as gas plasma display screens, which significantly reduce the depth of VDT units, and more pleasant ergonomics, such as non-glare screens, characters with better resolution and more compact keyboards.

Whatever major developments loom, some experts believe, will mostly affect portable terminals, making them less expensive, more "intelligent" and smaller. □

VDT, now an old friend, has a short history

Editors and reporters clacking away on video display terminal keyboards. Copy being written and manipulated on a television screen. The scene has become a cliche, stereotyped in the minds of Americans thanks to television and motion pictures.

Although automation of the newsroom is now taken for granted, just 14 years ago editorial front-end systems were merely ideas in the minds of engineers and computer scientists. Typewriters, glue pots and pencils still ruled the newsroom.

Although a small argument surrounds the location and date of the first editorial front-end system, many vendors and newspaper people feel it was at the Daytona Beach (Fla.) Journal about 1970.

Though Neanderthal compared to today's models, the Hendrix system at the Journal did employ a cathode-ray tube and a keyboard coupled to a computer.

The system had virtually none of the editing features taken for granted today. In fact, it had one primary function: to allow editing of Associated Press paper tapes before they were sent to the typesetter. The idea that reporters might use the terminal to write stories was "blue sky."

The primitive system in Daytona Beach had many limitations. The editor had to bark orders to "copy kids" to gather the appropriate tapes off wall hooks and feed them into the system for editing. Sometimes the wire copy would have errant commands at the beginning or end of stories, forcing editors to search several files to find articles. And there was a lot of "down time" and "time contention" problems when too many files were entered into the system at once.

But the main drawback was the inability to hyphenate and justify lines of copy. "We had to have a way to correct photographic type before it was typeset," says John Gallant, who was with the Journal at that time and is now assistant managing editor of Cocoa (Fla.) Today.

A year later, the Journal hired three engineers who in one year developed a front-end system. It had h&j capability, interacted with some existing editorial hardware such as electronic scanners, and used three one-megabyte disks. "That gave us a fair amount of storage," Gallant recalls.

The development also prompted a personnel change at the newspaper: The hard copy proofreaders were moved to the newsroom and became "soft copy" proofreaders.

About the same time, several other newspapers—notably Cocoa Today, the Butler (Pa.) Eagle and the Farmington (N.M.) Daily Times—were developing or installing similar systems.

Several significant developments evolved with these "second generation" systems. They could receive wire copy on line. Typewriters could be altered to allow paper tape to be punched electronically and the stories subsequently to be edited on then newly developed VDTs.

Within the next several years, optical character readers, or scanners, were used to feed reporters' hard copy directly into the computer systems.

And in 1973, The Detroit News became the first newspaper in the nation to install a "totally self-standing" editorial front-end system, a Hendrix, for the whole newsroom.

One of the first systems was installed by Harris at Cocoa Today.

39 manufacturers licensed for ANPAPRESS, Layout-80

ANPA continues to license vendors to produce equipment based on Association-developed ANPAPRESS™ and Layout-80™ technology.

Since the licenses were first offered in 1980, 31 domestic and foreign companies have been licensed to use ANPAPRESS technology in producing anilox, keyless inking systems for newspaper presses.

Thus far this year, six U.S. and two foreign firms have secured the right to use Layout-80, a software package that allows newspapers to dummy display advertising electronically.

"ANPA is extremely gratified that so many vendor companies are participating in the perfection and delivery of ANPAPRESS and Layout-80 systems to newspapers," said Jerry W. Friedheim, ANPA executive vice president and general manager. "This cooperation demonstrates the proper functioning of the association-vendor-newspaper relationship—with ANPA as the catalyst and link that helps newspapers tell vendors what they need and helps vendors deliver it promptly and efficiently.

"Mutual exploitation of this relationship is a hallmark of the newspaper business that many other industries do not enjoy," Friedheim continued. "It enables newspaper companies and newspaper people to identify change, to adapt to it in a timely but orderly fashion and to continue regular, useful up-to-date service to readers and advertisers."

The licensees are:

For ANPAPRESS

Bandhu Machinery Private Ltd., New Delhi, India
Beach Manufacturing Corp., Huntington Beach, Calif.
Better Printing Equipment Inc., Quincy, Mass.
Capital City Press, Baton Rouge, La.
Crabtree Vickers, Leeds, England
Dagens Nyheters, Sweden
Didde Graphic Systems Corp., Emporia, Kan.
E. R. Smith Associates Inc., Pawcatuck, Conn.
Easton Publishing Co., Easton, Pa.
Graphic Industry Consultant, Bombay, India
Harmsworth Publishing Ltd., United Kingdom
Harris Graphics Corp., Melbourne, Fla.
IMC America Inc., York, Pa.
Inta-Roto Inc., Richmond, Va.
K & F Manufacturing Co. Inc., Granger, Ind.
Kidder-Stacy Co., Agawam, Mass.
Koenig & Bauer, West Germany
Koppers Co. Inc., Glen Arm, Md.
Magnat Corp., Florence, Mass.
M.A.N.-Roland USA Inc., Middlesex, N.J.
News America Publishing Inc., New York, N.Y.
PAMARCO Inc., Roselle, N.J.
Press Machinery Corp., Bensenville, Ill.
Publishers Equipment Corp., Dallas
Queensland Newspapers Proprietary Ltd., Brisbane, Australia
Sakata Shokai Ltd., Tokyo
Seiken Industrial Co. Ltd., Fukuoka, Japan
Smith R.P.M. Corp., Overland Park, Kan.
Solna King Corp., Joplin, Mo.
TKS, Tokyo
Douglas E. Tuttle Inc., Cranford, N.J.

For Layout-80

Cybergraphic Systems Proprietary Ltd., Victoria, Australia
Gannett Co. Inc., Rochester, N.Y.
Gulf Coast Systems Design, Sarasota, Fla.
Hastech Inc., Manchester, N.H.
Information International Inc., Culver City, Calif.
Realtime Associates Inc., Satellite Beach, Fla.
Software Consulting Services, Bethlehem, Pa.
F. T. Wimble & Co. Ltd., Rydalmere, Australia.

Finns to study pagination

Eight Finnish newspapers have entered into a joint research project that could bring pagination to those newspapers in the next several years.

The three-year project is to be conducted at the Technical Research Center of Finland and will be headed by newspaper researcher Nils Enlund.

European officials said the goal is to integrate front-end systems with new systems for digital picture processing, electronic full-page make-up and direct computer-to-plate output.

Equipment for sale

Two Compuscan Alpha Scanners, $6,500 each. Compugraphic Videosetter, $8,000; grids for the Videosetter, $1,000. Burpee punch, $500. Harris 1100 proofreading terminal, $6,500. G.O. Graphics PT-7000 for an Editwriter 7500, $1,500. Fairchild electroset, $500. Contact Sheila Tuttle, Vero Beach Press-Journal, 1801 U.S. Highway 1, Vero Beach, Fla. 32961-9981; (305) 562-2315.

Linotron 202 Phototypesetter, in excellent condition. H & J and slave programs plus 39 fonts. Available Sept. 1. Contact Scott Hooper, The Kingman Daily Miner, 3015 Stockton Hill Rd., Kingman, Ariz. 86401; (602) 753-6397.

CAPCO Roller Grinder with vacuum, nine years old, used very little; Serial no. 173, Model SA998. Asking $6,000. Contact J. T. Haley, production manager, The Courier, Findlay, Ohio 45840; (419) 422-5151.

3M Pyrofax silverless camera and platemaking system, 1977 model. Varimorphic 0 percent to 8 percent lens, film saver, full spare parts, film and supplies. Currently in use, perfectly maintained. $29,000. Contact Ben Myers, general manager, The Lapeer County Press, Lapeer, Mich. 48446; (313) 664-0811.

Equipment wanted

Compugraphic Videosetter Universal. Contact Pamela Byrne, Concord Monitor, 3 N. State St., Concord, N.H. 03301; (603) 224-5301, ext. 205.

ANPA wishes to purchase two previously owned Hastech Edit 3 or Edit 8 terminals (with or without 4K controllers) for use with our in-house typesetting system. If you have such equipment for sale, please contact John Newman, ANPA manager/information services, at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041; (703) 620-9500.

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under the Internal Revenue Code. For further information, contact George Beebe, vice chairman, projects, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101, (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

Longshoremen threaten strike

The International Longshoremen's Association has threatened to strike ports from Maine to Texas this October over loss of control over the handling of containerized cargo.

The union also said it intends to terminate its current contract—otherwise scheduled to expire Sept. 30—at the end of this month.

A tentative, three-year agreement had been reached in April between the ILA and the shipping industry.

Ratification seemed assured until the U.S. District Court in New Orleans affirmed a National Labor Relations Board decision that application of the so-called "50-mile container rule" to a certain warehouse in New Orleans was illegal. This rule gives ILA members the exclusive right to pack and unpack partially filled containers that are destined for or coming from locations within 50 miles of a port. It is designed to preserve ILA jobs as cargo-handling technology advances.

The union said that it will try to negotiate a new agreement on the loading and unloading of cargo containers [presstime, March 1983, p. 22]. ☐

Shipping analysis available

The ANPA Newsprint/Traffic Department can provide member newspapers with a complete rate analysis for moving printing presses or other equipment via rail, truck, ship or air. For this and other information relating to transportation, contact the department at The Newspaper Center, Reston, Va.

Some drop to $420 a ton

Prices cut; increases delayed

While newsprint producers are trying to make a price increase stick in the Eastern United States, manufacturers serving the West Coast are reducing their prices.

MacMillan Bloedel Ltd. touched off the price cutting July 11 when it notified West Coast customers of a 5-percent "incentive allowance," or discount, for those fulfilling 100 percent of their annual contracts to buy newsprint from the company. The allowance drops the price of a metric ton of newsprint from $468.50 to $445.08 (about $425 to $404 a short ton)—roughly the price level of three years ago. The discount will be credited quarterly.

Other companies followed with discount offers of their own for newsprint customers in the Western United States:

- Weyerhaeuser Co. reduced its price to about $445 a metric ton ($403 a short ton), effective July 1—with no strings attached. It also announced an "incentive" plan, whereby customers buying all the newsprint contracted for will get a fifth of the total at a $25 discount. That would lower the price of a metric ton of newsprint to about $420 ($381 a short ton).
- Crown Zellerbach, British Columbia Forest Products Ltd. and Southwest Forest Industries reduced their prices to about $445 a metric ton, effective July 1. They did not mention any "incentive" plans.
- Garden State Paper Co. cut the price of the newsprint produced at its Pomona, Calif., mill from $457.50 to $434 a metric ton (about $415 to $394 a short ton), also effective July 1.

Meanwhile, in the Eastern United States, customers of a number of other newsprint companies got a reprieve from scheduled July 1 increases. The proposed increases generally would restore prices to the level of late last year—before the first newsprint price cut in many years took effect.

Increases from $468.50 to $500 a metric ton ($425 to $453.60 a short ton) were postponed by:

- Great Northern Nekoosa Corp., until Sept. 1
- Boise Cascade Corp., until Aug. 16
- Kimberly-Clark Corp., until Aug. 1.

Garden State Paper Co. put off until Sept. 1 an increase in the price of newsprint from its Garfield, N.J., mill from $457.50 to $489 a metric ton.

International Paper Co. said it will start charging Eastern U.S. customers $496 a metric ton ($450 a short ton) Sept. 1. ☐

UPIU ratifies 3-year contract for two U.S. mills

Members of the United Paperworkers International Union at International Paper Co.'s Mobile, Ala., and Pine Bluff, Ark., newsprint mills ratified a three-year contract June 28. It provides for wage increases of 6 percent in each of the first two years and 5 percent in the third.

The UPIU also is negotiating with Boise Southern Co.'s DeRidder, La., mill, where the union's contract expired July 14, and with St. Regis Corp.'s Lufkin, Texas, mill where its contract expired June 30.

The Canadian Paperworkers Union and the Pulp and Paper Workers of Canada are in contract negotiations with two British Columbia mills. ☐

Financial reports of paper companies—first three months of 1983

Net income (in thousands of dollars)

	1983	1982	% Change
Abitibi-Price Inc.	$ 781	$28,848(a)(b)	-97.3
Boise Cascade Corp.	11,130	5,560	+100.2
British Columbia Forest Products Ltd.	(16,900)	(4,400)	--
Consolidated-Bathurst Inc.	9,100	17,600	-48.3
Crown Zellerbach Corp.	20,400	5,600	+264.3
Crown Zellerbach Canada Ltd.	(11,900)	(3,200)	--
Domtar Inc.	500	11,800	-95.8
Donohue Inc.	(600)	7,300	--
Great Lakes Forest Products Ltd.	(7,700)	(14,400)	--
Great Northern Nekoosa Corp.	15,200	22,000	-30.9
International Paper Co.	69,500(a)	60,000(a)	+15.8
Kimberly-Clark Corp.	52,500	57,700	-9.0
MacMillan Bloedel Ltd.	2,400(a)	(10,400)	--
St. Regis Paper Co.	11,226(b)	23,406	-52.0
Southwest Forest Industries	(6,855)	(4,603)	--

(a) including extraordinary gain
(b) restated
( ) = loss

Another monthly rise makes it six in a row

For the sixth straight month this year, newsprint consumption by U.S. daily newspapers increased in June—by 5.4 percent over June 1982 levels.

Consumption by all U.S. newsprint users also rose in June—by an even heftier 7.7 percent. Only in February did consumption by all users lag behind 1983 levels.

For the first half of 1983, consumption by all U.S. users was up 2.9, and that of U.S. dailies climbed 2.6 percent.

At the end of June, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 48 days, compared with a revised 41-day supply a month earlier and a 65-day supply in June 1982. North American mill stocks at the end of June were down 3 percent from those of a year earlier.

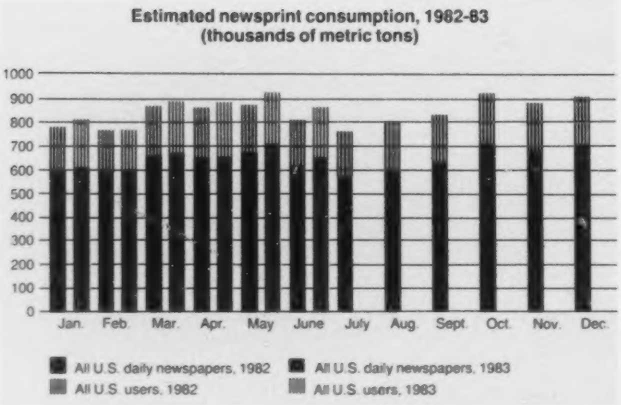
The June operating rate for Canadian mills was 88 percent. For U.S. mills, it was 81 percent. For six months, the operating rate was 83 percent in Canada and 87.2 percent in the United States. During the first six months of 1983, overall newsprint shipments from both Canadian and U.S. mills trailed 1982 levels.

Estimated consumption of all U.S. daily newspapers[1]

Region	May 1983	May 1982	% Change
Northeast	174,768	166,412	+5.0
North Central	154,785	148,903	+4.0
South	218,330	207,362	+5.3
West	152,621	150,307	+1.5
Circulation size			
up to 25,000	56,931	57,222	-0.5
25,001-100,000	134,804	125,738	+7.2
Over 100,000	508,778	490,024	+3.8
May totals	700,513(r)	672,984	+4.1(r)
Five-month totals	3,241,793(r)	3,177,244	+2.0(r)
Region	**June 1983**	**June 1982**	**% Change**
Northeast	163,716	154,029	+6.3
North Central	142,844	137,114	+4.2
South	201,948	184,844	+9.3
West	143,445	142,282	+0.8
Circulation size			
up to 25,000	54,035	55,576	-2.8
25,001-100,000	125,808	116,312	+8.2
Over 100,000	472,110	446,381	+5.8
June totals	651,953(p)	618,269	+5.4(p)
Six-month totals	3,893,746(p)	3,796,513	+2.6(p)

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply in transit)
April 1983	780,015	36(r)	5
April 1982	1,044,500	52	6
May 1983	745,506(r)	35(r)	6
May 1982	1,012,002	53	7
June 1983	801,488(p)	41(p)	7(p)
June 1982	1,002,626	58	7
Canadian mills			
June 1983	339,020	--	--
June 1982	398,665	--	--
U.S. mills			
June 1983	133,386	--	--
June 1982	88,461	--	--


Estimated newsprint consumption, 1982-83 (thousands of metric tons)

Estimated consumption of all U.S. users

	1983	1982	% Change
April totals	879,000(r)	862,000	+2.0(r)
May totals	923,000(r)	879,000	+5.0(r)
June totals	865,000(p)	803,000	+7.7(p)
Six-month totals	5,121,000(p)	4,975,000	+2.9(p)

Production

	Canada	U.S.A.	North America
June 1983	727,377	371,925	1,099,302
June 1982	652,197	383,308	1,035,505
Increase or decrease	+75,180 +11.5	-11,383 -3.0	+63,797 +6.2
Six months 1983	4,164,693	2,321,664	6,486,357
Six months 1982	4,346,539	2,377,073	6,723,612
Increase or decrease	-181,846 -4.2	-55,409 -2.3	-237,255 -3.5

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
June 1983	564,529	82,972	147,973	795,474
June 1982	417,537	76,268	116,707	610,512
Six months 1983	2,926,168	466,013	683,287	4,075,468
Six months 1982	2,880,261	501,887	759,612	4,141,760
Increase or decrease	+45,907 +1.6	-35,874 -7.1	-76,325 -10.0	-66,292 -1.6
From U.S. mills				
June 1983	365,503	—	29,433	394,936
June 1982	355,561	—	24,977	380,538
Six months 1983	2,144,026	—	130,661	2,274,687
Six months 1982	2,173,159	—	153,096	2,326,255
Decrease	-29,133 -1.3	— —	-22,435 -14.7	-51,568 -2.2
From North American mills				
June 1983	930,032	82,972	177,406	1,190,410
June 1982	773,098	76,268	141,684	991,050
Six months 1983	5,070,194	466,013	813,948	6,350,155
Six months 1982	5,053,420	501,887	912,708	6,468,015
Increase or decrease	+16,774 +0.3	-35,874 -7.1	-98,760 -10.8	-117,860 -1.8

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised

(p) = preliminary

Peoria daily may become 11th

Employee-owned papers have mixed history

By Clark Newsom
presstime staff writer

If the recently proposed sale goes through, the Peoria (Ill.) Journal Star will become what is believed to be the 11th instance in this century in which employees bought a U.S. daily newspaper.

Of the other 10 dailies, the employees subsequently sold six, indicating that such an arrangement often does not work out for the long haul.

The four papers that are still under employee ownership are The Milwaukee Journal and Milwaukee Sentinel, the Omaha (Neb.) World-Herald and the Fairbanks (Alaska) Daily News-Miner.

Employee-ownership ended with the sale of The Kansas City (Mo.) Star and The Kansas City Times, The Cincinnati Enquirer, the Redwood City Tribune and Palo Alto Times in California, and the now-defunct New York Sun.

The oldest employee-ownership plan still in effect is the one in Milwaukee. Employees of The Journal Co., publisher of the city's two dailies, became the majority owners in 1937.

Today, 2,017 participating employees now own 90 percent of the shares. The holding company has about 3,340 employees in its operating divisions.

The Milwaukee plan provides for representation of the employee-owners on the board of directors. Seven employee-elected representatives serve on the company's 24-member board. In addition, there are four advisory bodies of employees called "unitholder" councils.

Jack E. Knake, the Journal's vice president/corporate communications, said employee ownership increases productivity because employees can see their efforts "coming back to their pocketbooks."

At the Omaha World-Herald, employees own 80 percent of the voting shares, according to John E. Gottschalk, vice president for general management.

A former owner of the company organized his estate in such a way that upon his death in 1979, his newspaper stock was passed on to a foundation that is selling a new class of non-voting stock to World-Herald employees to increase their equity.

Unlike the Milwaukee setup, there are no employee advisory councils at the World-Herald. Financial information is closely guarded, but Gottschalk said "our return on equity consistently meets or surpasses the top public newspaper companies, and our operating gain compares favorably to leading newspaper companies."

The World-Herald has about 800 full-time employees, and about 300 have 30 percent of the total equity. No employee can own more than 15 percent of the outstanding stock.

In Fairbanks, the employee stock ownership plan at the Daily News-Miner was launched by Publisher C.W. Snedden in 1975. His purpose was twofold: to divest himself of estate problems so that the newspaper would not have to be sold to a group, and to transfer the ownership into the hands of the employees who had helped make the paper thrive.

President and General Manager Charles L. Gray said that about 100 of the paper's 130 employees participate in the plan.

Using profits, the company makes annual contributions to the plan as determined according to a specified formula. For example, Gray said the company put $400,000 in during the fiscal year ending March 31, 1983. "The average employee has gained between $4,000 and $4,500 a year," he said.

Currently, employees—through the plan and individually—own about 50 percent of the company stock. The plan is acquiring more stock on a regular basis, and it is possible for the company to be 100-percent employee-owned in six years.

"As employees see more in their accounts, they become more interested and concerned about the future of the company," Gray said. The plan was valued at more than $2,350,000 as of last March 31.

Gray said the organization is set up so that ownership is separate from management. Employees selected to serve on a management committee "are not chosen by popular vote," but rather on ability, he said.

The selloffs. Employee ownership does not always mean a company will operate successfully, and some industry observers point to the Kansas City (Mo.) Star Co. as an example.

After being owned by its employees for 50 years, the company, which publishes the Star and Times, ran into financial difficulties and was sold in 1977 to Capital Cities Communications Inc. for $125 million.

Milwaukee Journal and Sentinel employee-owners and spouses gather for company meeting.

W.W. Baker, the Star's president at the time of the sale, was quoted as saying employee ownership created "a split personality in management." The company was "run by committees," one newspaper executive said.

Francis L. Dale, now publisher of the Los Angles Herald Examiner, was publisher of The Cincinnati Enquirer when it was owned by the employees. He said the organization was set up so that "the Indians wouldn't be running the camp."

In 1952, a group of employees and other Cincinnati citizens purchased the Enquirer from the John R. McLean estate. Many of the employees mortgaged their homes to buy stock.

The 1971 sale of the Enquirer to American Financial Corp. "made a lot of pressmen into millionaires," Dale said.

The same thing happened six years later when the Kansas City papers were sold. Between 15 and 20 employees became "instant millionaires," according to newspaper officials, and scores of other veteran employees received several hundred thousand dollars each.

In California, employees acquired Peninsula Newspapers Inc. of Palo Alto in 1957 and held onto it for two decades before selling to Tribune Co. of Chicago. The new ownership subsequently merged the Redwood City Tribune and Palo Alto Times into The Peninsula Times Tribune.

The Peoria plan. In Peoria, Journal Star Publisher John T. McConnell said restrictions will be written into the bylaws "that would make it very difficult" for employees to sell the company.

Under the plan announced July 18, a retirement trust will be established under federal law to hold the company's stock for the employees' benefit.

There are three plans involved in the complex financial transaction designed to take 10 years starting next Jan. 1: the Peoria Journal Star ESOP (Employee Stock Ownership Plan), a supplemental plan and a payroll-based plan dubbed PAYSOP under which the company will receive tax credits for money invested in company stock.

About 575 employees will be eligible to participate.

In addition to the 99,904-circulation, all-day newspaper—the largest in Illinois outside Chicago—the Journal Star Co. owns four monthly speciality magazines, including Shooting Times and Crafts, and several radio companies.

Publisher McConnell noted that the plan is subject to approval by the Internal Revenue Service, the Federal Communications Commission, the U.S. Department of Labor and other agencies. It also will be the subject of negotiations with five unions.

He added that "unlike many ESOP plans that are simply a tax dodge," it is the intent of the majority shareholder, President and Chairman Henry P. Slane, that the employees "will own the company lock, stock and barrel." The key is to keep it locally owned for the benefit of the employees and the community. McConnell said employees will be represented in management's decision-making process "as much as possible."

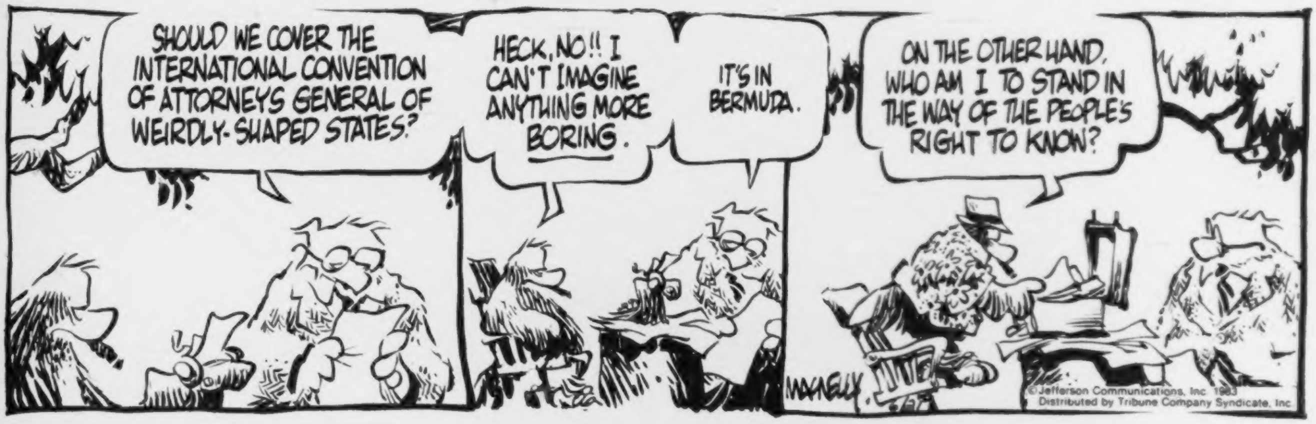
Daily News-Miner

Publisher Snedden (far left, front row) and other employee-shareholders in front of the Alaska paper

In announcing the sale, Slane said, "I feel strongly that this newspaper and its associated companies should ultimately belong to those who have worked as a team to make this group what it is today. Far too many organizations such as ours have ended in the hands of large communication conglomerates. I have no intention of seeing such a fate befall our group." ☐

'Shoe'

By Jeff MacNelly


SHOULD WE COVER THE INTERNATIONAL CONVENTION OF ATTORNEYS GENERAL OF WEIRDLY-SHAPED STATES?
HECK, NO!! I CAN'T IMAGINE ANYTHING MORE BORING.
IT'S IN BERMUDA.
ON THE OTHER HAND, WHO AM I TO STAND IN THE WAY OF THE PEOPLE'S RIGHT TO KNOW?
MACNELLY

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Reuters, buoyed by big profits, eyes U.S. in expansion plans

By C. David Rambo
presstime staff writer

Reuters, the international wire service that more than doubled its after-tax profits last year, is trying to expand its presence in North America with a new marketing effort—one part of an overall corporate strategy of worldwide editorial expansion.

The London-based news organization said it wants to increase the number of North American bureaus from the current 12—nine in the United States, three in Canada—although there is no announced schedule for doing so.

Reuters also is considering starting a photo service.

Desmond Maberley, editor and deputy manager of Reuters North America, will not say how many subscribers Reuters has on this continent, noting only that their ranks include some major daily newspapers and major broadcast outlets. In fact, Reuters won't say in which country it has the most subscribers. It says its diversity of services the world over makes such an accounting nearly impossible. (The 1982 *Editor & Publisher Year Book* lists 20 U.S. dailies as Reuters subscribers.)

The drive for new customers includes a series of advertisements published in Editor & Publisher magazine proclaiming, "Here today, here tomorrow." The Reuters News Report, the ads claim, "is the answer more than ever before" as newspapers "are looking for stability and integrity in spot news coverage, without the cost of a me-too service."

James L. Outman, Reuters North America manager of media services, says the ad is not an attack on United Press International, which Reuters considered buying two years ago, or against UPI's new owner, Media News Corp. of Nashville. He said Reuters does not "sell against the competition" and is "not attacking anyone. . . . We wish UPI all the best."

Although Reuters' recent activity, coinciding with the continuing struggle by UPI to achieve financial solvency, has raised a few eyebrows in the newspaper business, Reuters officials deny they are positioning themselves so they can move quickly should UPI go under.

Instead, they say their efforts are inspired by the fact that Reuters offers U.S. newspapers not only a "high-quality spot news service" but also analytical pieces that are increasingly in demand.

In its bid for North American expansion, Reuters enjoys one obvious advantage over news agencies from, say, France and West Germany: language. Although Reuters transmits copy in five different languages, it is chiefly an English-language medium. Its journalists must be fluent in English and at least another language.

Reuters says it has 110 news offices throughout the world with about 566 journalists. The Associated Press says it has 210 bureaus with 1,500 journalists. UPI claims 255 bureaus—it counts some offices with both writing and photography staffs as two bureaus—and a work force of about 2,000. UPI will not specify the number of people directly engaged in news dissemination.

Reuters' staffers, such as these in the New York City newsroom, must be fluent in English and at least one other language.

In the number of North American bureaus, Reuters trails even more. Its current dozen contrasts with 131 for AP and 167 for UPI.

Clearly, Reuters' strong suit is the breadth of its international coverage; and in seeking a greater North American presence, it will have to battle a trend at many newspapers toward carrying more local and regional news.

Current North American subscribers use Reuters basically as a supplemental service for international fare, just as large British newspapers use AP and UPI.

For example, Robert H. Caughron, telegraph editor of the St. Louis Globe-Democrat, said he uses Reuters stories most often in preparing articles based on a compilation of reports. Or, he'll use Reuters copy "whenever it's better than anything else I have."

Donald E. Hart, editorial communications supervisor of the Los Angeles Times, said his decision to use a Reuters piece "depends on the exclusivity" and newsworthiness of the story.

Although Reuters is something of a stranger to many American newsrooms, it has maintained a presence in the world journalistic community for more than 130 years.

Reuters is in fact older than the 76-year-old UPI and nearly as old as 135-year-old AP. The British company was founded in 1851 by entrepreneur Paul Julius Reuter, a young man known for his inventiveness in relaying news. He once used carrier pigeons and horses to transport information in remote areas.

Following the deaths of Reuter in 1899 and of his son in 1915, ownership passed to a group of newspapers of the United Kingdom. That led to the current structure, in which Reuters is owned as a trust jointly held by press of the United Kingdom, Ireland, Australia and New Zealand. The parties now are considering a public stock offering that could result in a multi-million-dollar windfall for some owners.

In the early days of the wire service, Reuters was known primarily for its coverage of business affairs, and that tradition continues. Besides the basic news report, Reuters offers reports on financial matters, commodities such as grains and metals, and other business-related topics.

The wire service also is a leader in computer-based data retrieval services, sold mainly to financial institutions. Chief among those services is the Reuter Monitor, an umbrella service for virtually any kind of business-news retrieval. Monitor has more than 14,000 subscribers in 74 countries.

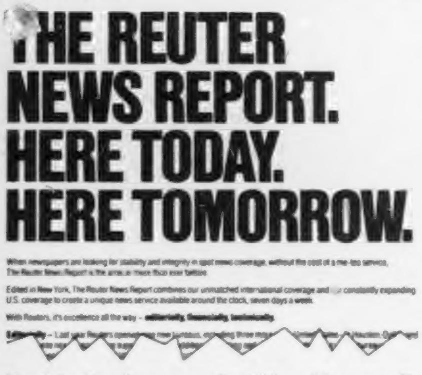
Another major success in Reuters' portfolio is its Long Island, N.Y.-based subsidiary, IDR Inc., which manufactures communications equipment and develops computer software.

Such electronic information services have been largely responsible for Reuters' ballooning profits in an age when UPI and some other wire services are struggling. In fact, Reuters says its data-retrieval-related sales outpace those of its news services by nine to one.

Reuters' after-tax profit increased from $26.72 million in 1981 to $54.08 million in 1982. Revenues rose from $265.12 million to $291.46 million. By comparison, AP's operating budget for 1981 was $151.9 million and for 1982, $173.19 million; UPI's was a little more than $100 million for 1981 and $110 million for 1982.

Reuters' gains look even more impressive when factoring in exchange rates; the English pound fell in value from about $1.91 in 1981 to about $1.62 last year.

"Paradoxically, it has worked to the advantage of the news," Maberley says of the electronic services. "It has paid off, and it means we are able to do more" in presenting the news. ☐



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HERE TOMORROW.

When newspapers are looking for stability and integrity in spot news coverage, without the cost of a me-too service, The Reuter News Report is the answer more than ever before.

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With Reuters, it's excellence all the way – **editorially, financially, technically.**

Reuters has been running this ad in pursuit of more U.S. subscribers.

Gannett says KRON deal still on

Despite claims to the contrary, Gannett Co. Inc. said it still intends to buy San Francisco television station KRON.

"As far as we're concerned, the deal is still on," said Walter W. Wurfel, Gannett's vice president of corporate communications. "We are working on the details with Chronicle Publishing Co.," owner of the station.

Wurfel's statement rebuts one made by E.W. Scripps, chairman of Scripps League Newspapers, who said in an advertisement in the July 9 issue of Editor & Publisher magazine that Gannett "has made a wise decision" by "refraining from pressing the KRON acquisition."

Scripps League claims if the sale goes through, Gannett will violate Federal Communications Commission cross-ownership rules because it owns the Independent-Journal, a daily published in San Rafael. The Independent-Journal is also one of the printing sites for USA Today.

Scripps League attorney Robert P. Stranahan Jr. has reaffirmed that the company will oppose Gannett's acquisition of KRON if and when it materializes.

Earlier this year Gannett sold The Tribune of Oakland to avoid violation of the cross-ownership rules [presstime, May 1983, p. 64]. In his ad, Scripps called the Tribune a "losing" newspaper.

Scripps League owns four newspapers in the San Francisco Bay area. ☐

Newspaper business notes

The Tribune Co. of Chicago has announced it plans to make a **public offering of its common stock.** No date was set for the offering, although it could be as early as October, according to Stanley J. Gradowski, company secretary.

Stockholders authorized such an offering earlier this year [presstime, May 1983, p. 63]. Tentative plans are for a 4,800-1 split of the 7,393 outstanding shares of Tribune Co. stock. Such a split would create 35.5 million shares.

According to The Wall Street Journal, Tribune shares were being traded at more than $110,000 apiece in July. At that price, the shares would be worth about $23 each after the split.

• • •

The Wall Street Journal is "looking into the possibility" of a **Latin American edition,** said Managing Editor Laurence G. O'Donnell. He will oversee a feasibility study when he becomes associate editor Sept. 1. O'Donnell said the project is not new and has not been speeded up by success of the European edition.

• • •

United Press International **sold its 50-percent share of London-based Unicom News** to Commodity News Services Inc., a Knight-Ridder Newspapers Inc. subsidiary. Terms were not disclosed.

UPI and Commodity News Services jointly founded Unicom News in 1976. Unicom is a commodity and economic information service used mainly by brokers, banks and other businesses.

• • •

The Calgary Herald, celebrating its 100th birthday Aug. 31, said it will **launch a Sunday edition Sept. 18.** It also will convert its Saturday edition from afternoon to morning publication starting Sept. 17.

The first two issues of the Sunday paper will go to all home-delivery subscribers at no charge.

• • •

The Oregon Newspaper Publishers Association has published a research report that lists the **demographic composition of newspaper readers** in each Oregon county, metro area and Area of Dominant Influence. It also shows how many readers in each market are reached by each of the state's 20 dailies and 86 non-dailies.

The report includes the unduplicated reach for any given combination of newspapers, expressed in gross rating points like those used by broadcast media.

ONPA's "Newspaper Rating Report" was directed by a professor from the University of Oregon and carried out by Mar%Stat Market Research and Analysis Inc. in Eugene. The $25,000 report was based on telephone interviews with 9,500 residents around the state.

"Agencies are telling us that they wish this kind of data existed for California and Washington," said Gayle Johnson, manager of the Oregon Newspaper Advertising Corporation, the marketing arm of ONPA. ☐

Fight brewing in Canada over proposed Daily Newspaper Act

There is no assurance that the Trudeau government's proposed Daily Newspaper Act, which was unveiled in July and may be officially introduced into the Canadian Parliament in September, will become law.

The Conservative Party opposition has vowed to fight the legislation, and "it's still a long way" from reality, said John E. Foy, general manager of the Canadian Daily Newspaper Publishers Association. In fact, he gave the proposal only a "50-50 chance" of being officially introduced.

Foy also noted that national elections in either late 1984 or early 1985 could affect the bill's fate. And some Canadian newspaper executives hinted that should the bill be enacted, court challenges undoubtedly would follow.

Public comments from Canada's newspaper industry were just what Multicultural Minister James Fleming said he wanted when he released the text of the bill well in advance of parliamentary debate.

The text contained no surprises to publishers. Fleming had outlined the government's plans in a speech a year ago [presstime, July 1982, p. 62].

The main features of the legislation are these:

- Newspaper groups with more than 20 percent of the total circulation of the country's daily newspapers would not be allowed to expand.
- The Restrictive Trade Practices Commission would be authorized to look into the entry into the newspaper business of any non-media corporation.
- A national press council would be established and financed through an endowment fund of up to $20 million (Canadian).
- Newspapers would receive government grants of up to $150,000 for the establishment of regional or international bureaus.

The bill is the government's response to the investigation and report of the Royal Commission on Newspapers released two years ago.

Perrin Beatty, spokesman for the opposition Conservatives, said his party will fight the bill "every step of the way" because "the state has no place in Canada's newsrooms."

The two Canadian groups that now exceed the 20-percent circulation limit called for in the bill are Southam Inc., with 14 of Canada's 115 dailies and about 27 percent of national circulation, and Thomson Newspapers Ltd., with 41 dailies and 21 percent of circulation. Divestitures would not be required.

J. Patrick O'Callaghan

CDNPA President J. Patrick O'Callaghan said some parts of the proposal may violate Canada's new Constitution. "The entrenchment of freedom of the press in the Charter of Rights make it much more difficult for Ottawa to act," said O'Callaghan, publisher of The Calgary (Alberta) Herald, which is owned by the Southam group.

"There isn't a newspaper in the country that would touch (federal money) to subsidize bureaus," he added. "Given the problems of the Trudeau government"—including high unemployment—"I don't believe this bill has the highest priority."

Southam President Gordon Fisher called the proposal "unfortunate" because it would prevent the company from starting new dailies in Canada.

Both the Southam and Thomson groups are scheduled to go to trial in September on charges they conspired to break the federal Combines Act in the simultaneous closings of newspapers in Manitoba and Ontario in 1980, actions that sparked the forming of the commission on newspapers and subsequent investigation of the Canadian newspaper industry.

In a related development, a federal judge ruled that raids conducted by antitrust investigators in July on Thomson headquarters in Toronto and at 10 of the company's newspapers were unconstitutional. It was the second court setback for the government. The previous case involved a raid at Southam's Edmonton (Alberta) Journal. □

Houston Post put up for sale by two families

For the second time this year, a major U.S. daily newspaper has been put up for sale.

This time it was The Houston Post, the nation's 19th largest daily excluding USA Today. The owners, the Hobby and Catto families who together make up H&C Communications Inc., cited "tax considerations and changing interests of shareholders" in announcing the move July 19. The proposed sale is "subject to receipt of an acceptable price," the company said.

Last spring, the Chicago Sun-Times was put on the market as part of a dissolution plan for Field Enterprises Inc. [presstime, May 1983, p. 61]. A Sun-Times official said in late July a buyer had not yet been found.

Newspaper analyst John Morton of Lynch, Jones & Ryan said the announcement about the Post sale came as "not much of a surprise." He said there have been indications since the mid-1970s that the two families may seek a buyer.

Morton noted that the newspaper's share of advertising linage has dropped while that of its major competitor, the Houston Chronicle, has grown. Both have gained circulation in recent years—but the Chronicle has done so at a faster rate. According to the Audit Bureau of Circulations, for the six months ending March 31, the Post reported circulation of 395,786, and the Chronicle 438,760.

Morton said the Post is an attractive investment because of its morning publication, its location and other factors, and "more than likely several of the large newspaper companies will be interested."

Members of the owning families include Oveta Culp Hobby, chairman of the boards of H&C Communications and The Houston Post, who was the first secretary of Health, Education and Welfare; her son, William P. Hobby, president of the two firms and current lieutenant governor of Texas; and her daughter, Jessica Hobby Catto, vice president of the companies and publisher of Washington (D.C.) Journalism Review. The families will not sell four television stations and one radio station they own. □

Treasures abound in dead dailies' morgues

By Jody Brannon, Jeff Finn and Kathy Williams

Wherever a newspaper closes, a family breaks up. An alumni association of sorts rises from the ashes to hold occasional get-togethers.

Such social activities help to keep newspapers alive for former employees. But keeping them alive for the communities they served has proved far more difficult.

Defunct dailies leave volumes of information in their wake—business records, clips and photo files. But there has been little systematic effort to preserve these records as historic documents.

Frank Carrolls, chief of the Newspaper Section at the Library of Congress, would like to see a national press museum established but doubts this will happen because of the costs involved. "The press is the history of you and me," he says. "It is our story. It highlights our warts, our blemishes and our good sides. It mirrors us."

In the absence of such a museum, the mirror is broken and the pieces widely scattered.

At the University of Missouri, 60 million clips from the New York World Telegram (R.I.P. 1950) and other defunct newspapers were headed to a landfill until publicity about the proposed action prompted the university to rethink its decision. University officials are conducting a study to find an appropriate resting place for the 256 file cabinets and 500 boxes lying in state in limestone caves at the university's record center in St. Louis.

Published for 134 years, The Bulletin of Philadelphia (R.I.P. 1982) left more than 10 million clippings, two million pictures, three million negatives and 9,000 reference books. The Bulletin's morgue is stored in boxes awaiting a decision on whether it will go to Temple University in Philadelphia.

Some dead newspapers' files are already open to the public. The morgue of the New York Sun (R.I.P. 1950) is in the New York Public Library; that of the Newark News (R.I.P. 1972) is at the Newark Public Library; and the Brooklyn Library has the morgue of the Brooklyn Eagle (R.I.P. 1963).

Charlie Mac Aleer, 70, a longtime police reporter of The Washington Star (R.I.P. 1981), was glad to see the Star's morgue, although incomplete, make its way to the Martin Luther King Library in Washington, D.C. Originally the morgue was sold to The Washington Post, which took the choicest clips and photos for its own files before donating the balance to the public library.

Defunct newspapers leave volumes of information. But there has been little systematic effort to preserve these records as historic documents.

But many times when a surviving newspaper acquires the morgue of its deceased rival, the public does not get access to those files.

Fortunately, however, newspaper publishers display a growing awareness of the community's needs and desires to have access to newspaper records. Some current publishers are turning over complete clip and photo files and bound copies of their publications to public libraries, universities and state historical societies even as they continue publishing.

An innovative move by a couple of major dailies promises the public more immediate access to the newspaper records of their communities. The St. Paul (Minn.) Dispatch and Pioneer Press and the San Francisco Chronicle are giving some of their older clips and photos to libraries and historical societies.

The early glass photographic plates and the photo files of the Chicago Daily News were given to the Chicago Historical Society years before the Daily News died (R.I.P 1978).

After its death, the Indianapolis Times (R.I.P. 1965) sent its morgue to the Indiana University School of Journalism, where it remains.

And even though the morgue of Long Island Press (R.I.P. 1977) has been absorbed by the New York Post, the public is still able to get information from the clip files. Chris Bowen, a librarian at the Post, says about 24 people last year requested information from the Press clip files.

But the availability of the morgue files to the public does not mean they are heavily used. Statistics at the Queens (N.Y.) Public Library, which houses the morgue of the New York Herald Tribune, and at the Martin Luther King Public Library, which protects The Washington Star's clippings, show that these clippings receive little use by citizens.

The enormous cost and time involved for university and public libraries to index dead dailies renders many collections useless to the public.

Only the largest dailies, such as The Washington Post, The New York Times, Los Angeles Times and The Wall Street Journal, maintain current indexes. Money is not available to index most of the dead dailies, which died from lack of funds.

Catherine Covert, a professor at Syracuse University, believes the computer age will help historians overcome this problem. She wrote in a recent paper: "Some newspapers are now also experimenting with a computerized full-text retrieval of past newspaper content to replace filed clippings for their own staffs. Eventually this computerized material will be available to historians, but the day when the scholar can call up an historic news story on a video display terminal still is a long way off."

With broader use of computer technology to store information, publishers can begin returning both the actual news clips and photographs to local universities, public libraries and historical societies. And although the public has not used morgues in libraries to any great extent, awareness of their widespread availability may lead to more than just historians' digging into old clips and bound volumes.

With a coordinated effort by local institutions and publishers, the files and artifacts from once-great, dead dailies could continue to serve their communities. ☐

The writers recently completed the master's program in journalism and public affairs at the American University School of Communication, Washington, D.C., where they prepared this article under the guidance of Professor Richard T. Stout.

List of design experts is being compiled

The Society of Newspaper Design is compiling a list of consultants and others engaged in free-lance, newspaper-design work.

The list, according to SND Executive Secretary Ray Chattman, comes in response to numerous requests received the past few months for names of design consultants and of seminar speakers on the subject.

Inclusion on the list will not constitute an endorsement by the society, Chattman said. "We will merely be supplying the information in a 'clearinghouse' fashion," he said. "After we provide a starting point, the 'buyer' is on his own."

Names will be listed alphabetically. Those wishing to be listed must submit (in writing) their name, address, current employment, telephone number, whether a consultant or a speaker, and a short summary of design experience, to the Society of Newspaper Design, The Newspaper Center, Box 17290, Dulles International Airport, Washington, D.C. 20041.

In other SND news, the society plans to release in October *Fourth Edition, The Best of Newspaper Design 1982-83,* which contains winning entries from the organization's fourth annual design contest. Copies will cost $20 apiece and will be available from the above address. ☐

Minnesota dailies get newsprint tax refunds

Newsprint tax refund checks were mailed to nine Minnesota daily newspaper publishers in June, Gov. Rudy Perpich announced.

The checks reimbursed the papers for newsprint taxes paid since 1974 and totaled $12,517,470.56, plus 6 percent interest, according to the Minnesota Newspaper Association.

Earlier this year, the U.S. Supreme Court struck down the Minnesota newsprint tax as discriminatory [presstime, June 1983, p. 15]. ☐

Recent acquisitions

Cox Enterprises Inc., Atlanta, Ga., has acquired The Chandler (Ariz.) Arizonan, daily circulation 6,570.

Seneca Media Inc., Bradford, Pa., has acquired Greenhow Newspapers Inc., Hornell, N.Y., publisher of The Evening Tribune of Hornell, daily circulation 8,923, and the Wellsville (N.Y.) Daily Reporter, circulation 3,770. ☐

The Denver Post
Detroit Free Press
Seattle Times
Washington Post
Kansas City Times
Boston Globe
Miami Herald
New York Times
Los Angeles Times
Newspapers. The Megasource for Megatrends.

Newspapers' role in research for John Naisbitt's *Megatrends* is theme of an ad available from the International Newspaper Promotion Association, P.O. Box 17422, Dulles International Airport, Washington, D.C. 20041 (members $10, nonmembers $20).

Changes in command

The **National Newspaper Publishers Association,** at its annual convention June 18-22 in Gary, Ind., elected the following new officers:

- **President**—Christopher H. Bennett, Seattle Medium
- **First Vice President**—William H. Lee, Sacramento (Calif.) Observer
- **Second Vice President**—Jane E. Woods, St. Louis Metro Sentinel
- **Secretary**—Patricia O. Thomas, Milwaukee Community Journal
- **Treasurer**—Dorothy Leavell, Chicago/Gary (Ind.) Crusaders. ☐

Postal Service probed by Ralph Nader affiliate

The United States Postal Service—"familiar to all but understood by few"—is explored in *The Postal Precipice: Can the U.S. Postal Service be Saved?*

Kathleen Conkey of the Ralph Nader-affiliated Center for Study of Responsive Law traces the developments that have shaped the Postal Service and discusses trends that are weakening it.

Chapters in the 515-page report are titled "The People's Post Office"; "Binding Together a Nation"; "Post Office Inc."; "Management: Style without Substance"; "The Mail Movers"; "The Rate Spiral"; "Selective Service"; "Mail Processing: One Step Forward, Two Steps Back"; and "Facing the 21st Century."

The book costs $30 and is available from Center for Study of Responsive Law, Box 19367, Washington, D.C. 20036. ☐

New textbook offered for media law beginners

Mass Media Law and Regulation is a textbook geared to the newcomer to the mass media law field.

Written by William E. Francois of Drake University, the 732-page hardback book covers such issues as First Amendment theory and practice, prior restraint, censorship, libel, privacy, freedom of information, free press and fair trial, reporters' privilege, pornography, advertising, access to the media, antitrust laws, media ownership and concentration, and copyright law.

The book is available for $34.95 from Grid Publishing Inc., 2950 N. High St., Columbus, Ohio 43214. ☐

Profiles, facts provided for 200 media companies

The nation's largest media and information companies are profiled in *The Knowledge Industry 200/1983 Edition.*

The 411-page hardback book ranks the top 200 companies by revenue, assets and number of employees.

It is available for $98 from Knowledge Industry Publications Inc., 701 Westchester Ave., White Plains, N.Y. 10604. ☐

speeches

Thamas G. Osborn

Walter McCoy

Russell A. Barcroft

Keith L. Reinhard

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

- **Equal Opportunity in the Media.** Allen H. Neuharth, chairman and president, Gannett Co. Inc. Newspaper Personnel Relations Association annual conference, Washington, D.C., June 26.
- **While We Are Getting Bigger, We Are Getting Better.** Roy W. Anderson, ANPA vice president/human resources. The Newspaper Guild annual convention, Cleveland, June 30.
- **Newspaper Unions—New Directions Ahead.** Joe Bingel, president, International Typographical Union. ANPA Annual Convention, New York City, April 27.
- **Marriage of Press/Packaging—Alternate Concepts.** Dietrich Batz, president and chief executive officer, Dierichs, GmbH & Co. KG, Kassel, West Germany. ANPA Operations Management Conference & Exposition, Las Vegas, Nev., June 14.
- **Why Canadians Need A Daily Newspaper Law.** James Fleming, Canadian minister of multiculturalism. Organization of News Ombudsmen annual convention, Montreal, May 30.

• • •

From the International Circulation Managers Association annual sales conference, Las Vegas, June 19-22:

- **Keynote Address by Virgil Fassio,** publisher, Seattle Post-Intelligencer.
- **Revenue and Cost Management That Works.** Thamas G. Osborn, vice president/circulation, Daily News, Los Angeles.
- **Total Market Coverage—the Why, the How and the Results.** Walter McCoy, circulation director, The Journal-News, Hamilton, Ohio.
- **The Newspaper Business is Failing to Increase its Penetration of the Market.** Stuart B. Miller Jr., marketing and research manager, The Daily Press Inc., Newport News, Va.

• • •

From the International Newspaper Promotion Association annual conference, Chicago, May 15-18:

- **The Publisher's Perspective.** ANPA Chairman and President William C. Marcil, president and publisher, The Forum, Fargo, N.D.
- **Welcoming Address by James Hoge,** publisher, Chicago Sun-Times.
- **The Circulation Perspective.** Russell A. Barcroft, circulation manager, News-Press, Santa Barbara, Calif.
- **The NAB Perspective.** Craig C. Standen, president, Newspaper Advertising Bureau.
- **INAME Progress Report.** INAME President Leo L. Kubiet, advertising director, St. Petersburg (Fla.) Times and Evening Independent.
- **Building an Image.** Keith L. Reinhard, chairman of the board and chief executive officer, Needham, Harper & Steers/USA Inc., Chicago.

ANPA calendar

August

ANPA Foundation AEJMC Cooperative Committee on Journalism Education Committee meeting
Oregon State University, Corvallis, Ore., Aug. 6

ANPA National Association of Broadcasters Libel Defense Resource Center Libel Defense Workshop
Hyatt Regency O'Hare, Chicago, Aug. 25-26

September

ANPA Executive Committee meeting
The Washington Post Co., Washington, D.C., Sept. 7

ANPA Readership and Marketing Committee meeting
Vista Hotel, Washington, D.C., Sept. 12

ANPA Management Development Workshop
Bellevue Stratford Hotel, Philadelphia, Sept. 12-16

ANPA technical committees' meetings
The Newspaper Center, Reston, Va., Sept. 7-9

ANPA Board of Directors meeting
Bonaventure Hotel, Montreal, Sept. 21-22

ANPA Training Committee meeting
Southam Inc., Toronto, Sept. 23

ANPA Foundation Newspaper in Education Committee meeting
The Newspaper Center, Reston, Va., Sept. 26-27

ANPA Labor and Personnel Relations Committee meeting
Capital Hilton Hotel, Washington, D.C., Sept. 27

ANPA Government Affairs Committee meeting
Capital Hilton Hotel, Washington, D.C., Sept. 27-28

October

ANPA ASNE APME Leadership in the Newsroom Workshop
Hotel Washington, Washington, D.C., Oct. 3-5

ANPA Telecommunications Committee meeting
Hyatt Regency Washington, Washington, D.C., Oct. 4-6

ANPA Foundation NIE Instructor Training Seminar
Airlie House, Airlie, Va., Oct. 5-8

ANPA Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Four Seasons Hotel, Vancouver, British Columbia, Oct. 6-7

ANPA International Newspaper Promotion Association Promotion Managers Workshop
Holiday Inn Lakeshore, Chicago, Oct. 24-26

ANPA Newspaper Advertising Bureau Telecommunications Symposium
Amfac Hotel, Dallas Fort Worth Airport, Oct. 25-27

November

ANPA Newsprint Committee Canadian Pulp and Paper Association Newsprint Section meeting
Pulp and Paper Research Institute of Canada, Pointe Claire, Quebec, Nov. 3-4

ANPA Press Bar Relations Committee meeting
Gannett Co. Inc., New York City, Nov. 10

ANPA American Bar Association Task Force meeting
Gannett Co. Inc., New York City, Nov. 11

ANPA International Circulation Managers Association Newspaper Personnel Relations Association Circulation Managers Workshop
Hotel Continental, Chicago, Nov. 14-16

ANPA Executive Committee meeting
Boca Raton Hotel and Club, Boca Raton, Fla., Nov. 15

Jeanne Long
Congressional Inform. Serv.
4520 East-West Hwy, Suite 800
Washington, DC
20014

presstime

The Journal of the American Newspaper Publishers Association

September 1983

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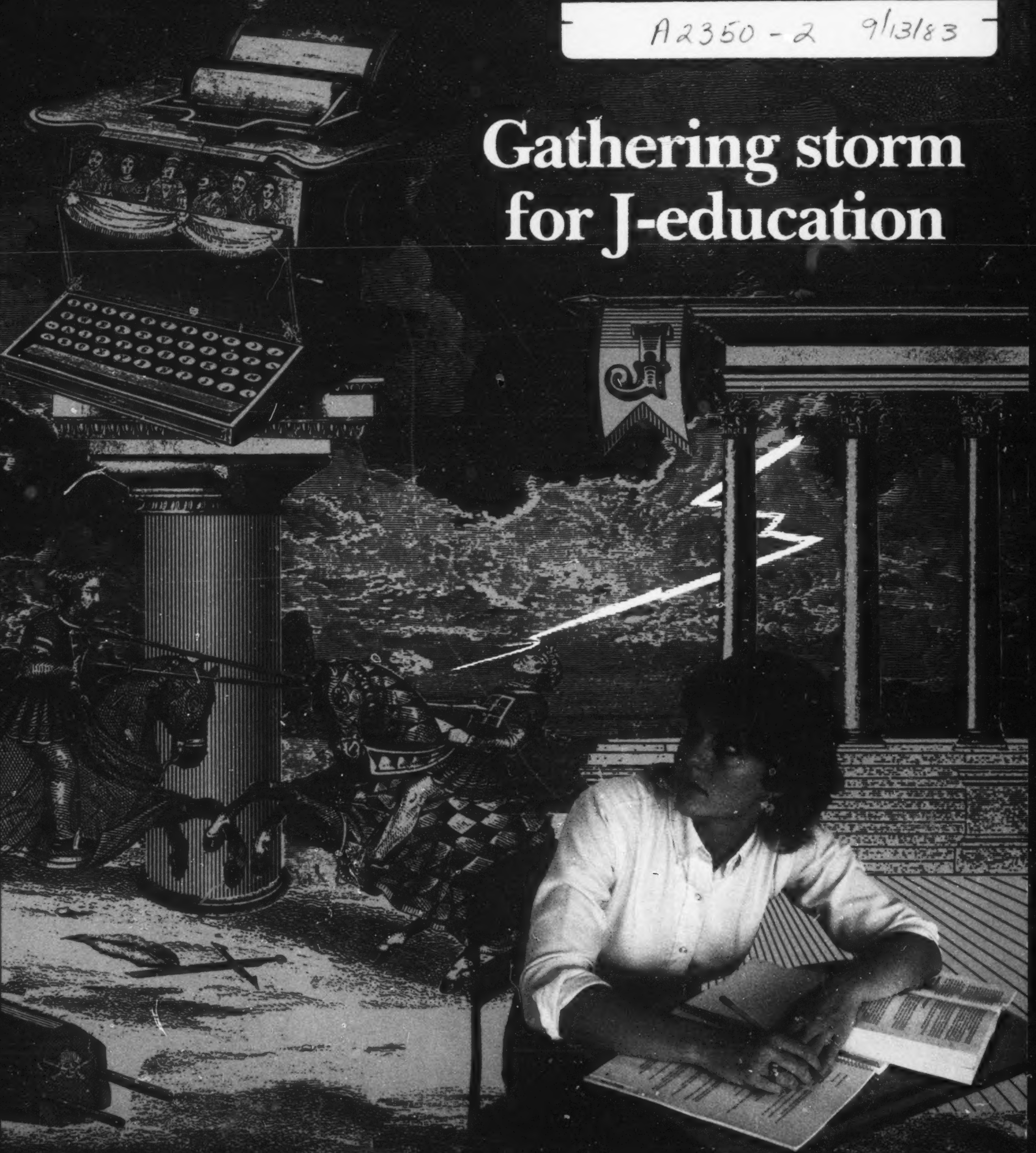
Gathering storm for J-education



chairman's corner

The fight for press access is a never-ending proposition

Well, it's comforting that Congress—and many state legislatures, too—are in recess during these closing days of the summer. Comforting particularly, because before their vacation the legislators did not get around to taking damaging actions with regard to the Freedom of Information Act. Nor have some other proposals to restrict public and press access to the peoples' business made much recent headway.

But the battle for us is an unending one.

Our press lawyers spent a good deal of time last month trying to convince their peers in the American Bar Association that a total FOIA exemption for America's intelligence services isn't necessary or desirable for anybody. Our side was only partly successful. One ABA committee understood our position, another did not; and the ABA convention decided "significant relief" from the law was needed. The congressional deliberations about this will begin again this fall, and ANPA will remain alert and active.

It seems doubtful that Congress will act this session to gut the FOIA; even in Congress wisdom often outflanks rhetoric.

Also this summer, I had the opportunity to speak to the National Press Photographers Association. I discussed with them our commitment to the preservation of access to government and court proceedings, including access to report those proceedings to the public via photographs.

As far as courtrooms go, 37 states now allow—at least on an experimental basis—still camera and broadcast coverage of state-court proceedings. Many individual newspapers have joined in efforts to push open those doors wider and wider.

ANPA several years ago recognized the need to pursue this issue as a joint media/public effort. Our Board of Directors specifically reaffirmed the Association's commitment to allowing cameras of all kinds into all courtrooms, provided, of course, reasonable safeguards are in place.

We have been vigorous in pursuit of that right of access. We joined other media organizations and, in fact, the defendant himself, in asking for cameras in a Miami federal courtroom. Although we were unsuccessful, we made a good showing and carried the message to the U.S. Court of Appeals. That court urged, in part, an administrative remedy to the problem.

We joined 27 other media or media-related groups in a concerted effort to convince the federal body that reviews rules of our federal courts to remove the prohibition on camera access. The case is a strong one, and, with time, I am convinced the federal padlock will be removed. The public then will have regular opportunities to read not only the words of reporters, but to see photos and tapes of court proceedings firsthand.

This access is the right thing: right for us, right for our readers, and right for our system of justice that depends so heavily on public confidence in the integrity of our bench and bar.

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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for J-education

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All is not well at U.S. journalism schools. Everette E. Dennis, dean of the University of Oregon's School of Journalism, gives an insider's report on the storm swirling around the training grounds for tomorrow's journalist.

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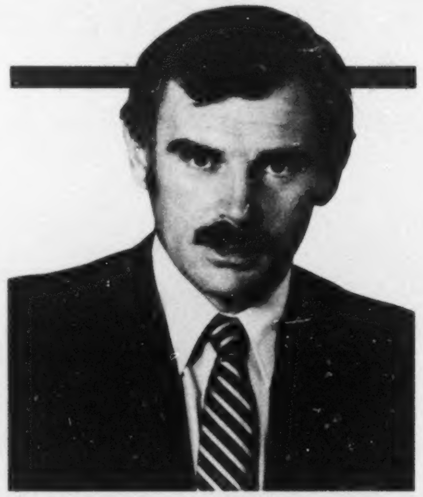
Journalism education

Storm swirls on campus; changes coming

By Everette E. Dennis



Dennis is dean of the School of Journalism at the University of Oregon and president of the Association for Education in Journalism and Mass Communication. His school is conducting a Gannett Foundation-supported study that will lead to a recommended model journalism curriculum.

At first glance, America's schools of journalism and mass communication seem vibrant and healthy. With their steady stream of students, they are "profit centers" for higher education, while many other academic fields face sharp enrollment declines. Because of student demand, new journalism programs are being established (and accredited) even as the supply of high school graduates erodes markedly from the growth days of the 1960s and 1970s. Another sign of health is journalism education's apparent ability to attract some private money in spite of a sluggish economy and intense competition for foundation and industry support. And, the most satisfying indicator of all—journalism graduates are getting jobs in an age of unemployment.

This assessment could be cause for celebration, but it is only journalism education's public face.

On closer inspection, these apparently healthy patients are beset by ills ranging from a chronic inability to compete successfully for a fair share of funds on their own campuses to a longstanding battle with media professionals. Other visible signs of stress are evident in the flap over journalism school accreditation and the inability to attract enough strong leaders. And without such leadership keeping up with massive changes in knowledge and technology seems out of the question. While the need for organizational and *curricular* reform is apparent to many, journalism education appears to resist change. "What change there has been is mostly cosmetic," says a report to the Northwest Area Foundation. "Painstakingly slow, incremental change best describes journalism education in spite of the present revolution in communication technology and a burst of new knowledge," the same report continues.

Problems on campus. On most campuses, by any economic measure, journalism schools are second- or third-class citizens. They have massive enrollments and tiny faculties, which means that journalism educators have comparatively high teaching and advising loads.

R. Neale Copple, dean of journalism at the University of Nebraska, says, "At no university I know of have the resources devoted to journalism kept up with enrollments. We have not been good competitors." Copple, who recently served as acting vice chancellor at his university, reports that "old line departments hang onto what they have in spite of heavy enrollment losses, and the journalism schools take what they can get."

Why are the journalism schools faring so poorly on their respective campuses? Sociologists might suggest, "The structure is the message." Only 28 percent of the nation's journalism schools are independent units reporting to the provost or president of the university. The rest are located in liberal arts colleges, colleges of professional studies or elsewhere, such as business schools.

"There is no question about it," says Gordon A. Sabine, a former dean at Iowa, Michigan State and Oregon. "The independent professional school has the best chance of getting resources, especially in hard times." Others disagree, and there are notable examples of strong journalism schools within university liberal arts colleges. But even in those circumstances, they fight as one of dozens of departments all crying for resources. Even schools of the stature of Minnesota and Wisconsin that favor membership in the liberal arts colleges have had fierce battles for funds and faculty positions.

Another problem is that journalism educators rarely advance in the hierarchy of the university. A person can count on one hand all the journalism educators who in this century ever became college or university presidents. Similarly, few academic vice presidents, provosts, or deans of arts colleges or graduate schools come from the ranks of journalism education.

Why should anyone care about something as arcane as the organizational arrangements of journalism and mass communication schools within their universities or colleges? One reason is that the free-standing journalism school historically has controlled its own enrollment and has maintained the freedom to decide who gets in and who doesn't. Journalism schools lodged in liberal arts colleges have only recently been able to do this, and some still are struggling to get permission. Educators who favor membership in the liberal arts college argue that there are real advantages in being accepted as a part of the university community and that it is easier to have joint programs, cross-listed courses and joint-appointments for faculty. And it is worth noting that the schools of journalism with the strongest records of research and book production are most often found in the liberal arts colleges.

Johnstone Quinan

Journalism educators also face an academic dilemma. Fighting for a larger "fair share" at universities facing general cutbacks requires delicate negotiations. Most journalism educators want strong and healthy departments of economics, history and the like, and few argue that "student consumerism" should be the sole determinant of who gets what, when and how. "We don't want to close the classics department," says Nebraska's Copple, "but universities must respond to change by shifting some resources to those of us who are attracting and keeping students."

What all this means is there aren't enough sections of journalism and communication courses, and students often can't get instruction when they want it and in the right order.

At some universities, students wait two or three quarters between beginning and advanced reporting courses even though they fight hard to get in. Thus they miss the continuity of moving naturally from simple to more advanced work in the proper sequence.

This, most educators would agree, is bad educational policy.

In the midst of problems on their own campuses and with their professional constitutents, journalism educators are coping with change only incrementally.

Reform of the journalism curriculum to accommodate the massive changes in communication and society has been rare, but there have been some new courses in information policy, media management and journalistic ethics. Several schools have established special writing and literacy courses to bring their students "up to speed" before putting them in basic reporting courses. The University of Minnesota pioneered a new information-gathering course that gives students strategies for collecting information ranging from the use of libraries and data bases to interviewing sources. The University of Oregon has a popular course in the Journalistic Interview. The University of Missouri has a course in the Economics of Mass Communication.

The journalism schools are still grappling with the new technology, trying to find a way to integrate it into the curriculum. Except for installing a few video display terminals in reporting and editing labs in the 1970s, there has been no coherent policy for dealing with new technologies. Most journalism educators polled in a recent national study said they thought new technologies did not require much change in curriculum. The educators agreed that students need to understand the impact of technology on the communication industry, but they said most "hands-on" training will be done on the job after students graduate. "The best thing we can do is teach them to write tight," says Kenneth Edwards of the University of Portland in Oregon.

Of course, already strained journalism school budgets can't afford expensive new equipment used for computer graphics or pagination, not to mention subscribing to data bases.

Problems with professionals. While the journalism schools fight—and often lose—daily battles on their own campuses, they also attract less than resounding support from the communications industry and various professional organizations. Richard G. Gray, dean of journalism at Indiana University, puts it bluntly: "If I were an editor, I would strive to be a family mediator rather than a family troublemaker."

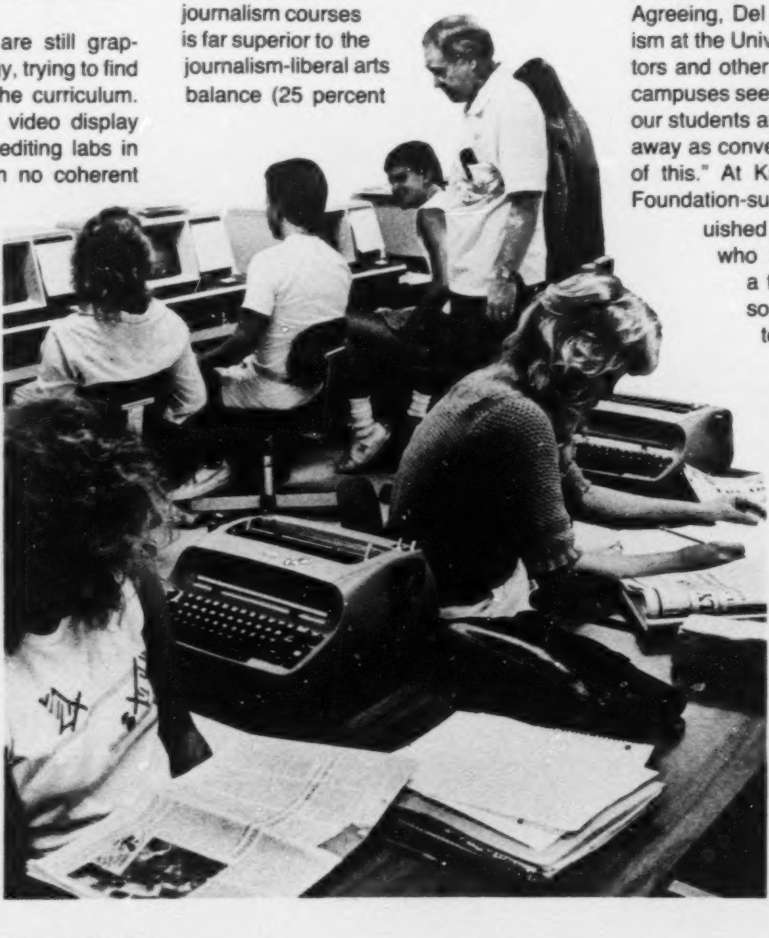
Gray and others point to harpies among professionals who continuously criticize journalism schools while offering relatively little financial or moral support.

Although nearly 85 percent of all new hires on American newspapers come from the journalism schools, many leading editors openly scorn journalism education. The criticism comes in three inconsistent strains. One says that pure liberal arts education without journalism courses is far superior to the journalism-liberal arts balance (25 percent journalism; 75 percent arts and sciences) advocated by the journalism schools. Another says journalism schools teach too much theory and not enough practice. Still another says journalism schools are too vocational.

At the same time, one national study of news media leaders indicates that they generally are pleased with journalism school graduates. And they readily admit that the communications industry is seriously deficient in making financial contributions to the education and training of journalists, whether in journalism schools or elsewhere.

A few months ago seven leading journalism educators sat around a table in a Northeastern city, lamenting their inability to build strong, long-term support in the professional community.

As one educator put it, "Our field will never advance unless there is widespread mutual respect between the journalistic professionals and the educators." Agreeing, Del Brinkman, dean of journalism at the University of Kansas, said, "Editors and other professionals who visit our campuses see what we are doing, talk with our students and faculty and usually come away as converts, but there is far too little of this." At Kansas, there is a Gannett Foundation-supported chair for a "distinguished professional in residence" who comes to the campus for a full academic year. "Having someone with us for an extended period is especially good," says Brinkman. "The professional experiences teaching and gets to know faculty and students intimately. This inspires confidence on both sides." J. Edward Gerald, emeritus professor at the University of Minnesota, believes that the conflict between educators and professionals has to do with "control of the classroom." Gerald and others complain that many



University of Texas journalism students use modern and not-so-modern equipment in their lab.

media professionals think journalism teaching can't be any good unless they do it themselves, while at the same time admitting that few, high-quality journalists want careers in education.

Part of the problem, according to the educators, is that some professionals have trouble understanding that journalism educators are just that—educators. They are teachers and researchers who know and understand journalism. Regardless of their previous incarnations, they point out, once they enter universities they no longer are editors or reporters but are instead held accountable to the academy for their performance in the classroom as teachers, in the field as scholars and among professionals as persons who can render service to the profession.

The educators claim that many leading editors simply won't listen to them and attempt to understand what the modern journalism school is all about. And, say the educators, professionals fail to look at the journalism school in the context of the rest of American higher education.

Copy is scrutinized in University of Minnesota journalism class.

Case in point: with many educational "reforms" in the 1960s, rigorous academic requirements nearly collapsed on many campuses. Students in traditional liberal arts education were allowed to take much narrower and more-specialized routes to degrees in fields such as history, political science and philosophy.

"Some people with legitimate liberal arts degrees simply lacked broad liberal-arts education, yet journalism education was not so afflicted," says Richard R. Cole, dean of journalism at the University of North Carolina and immediate past president of the Association for Education in Journalism and Mass Communication. Mainly because of accreditation standards, the journalism schools continued to insist that their students take 75 percent of their work in the liberal arts and sciences with rigorous requirements in economics, literature, history and political science. Cole and others contend that degrees in journalism from accredited schools at quality universities are the premier liberal-arts degrees in America. Yet, few editors seem to know, understand or care about this.

Journalism educators hear the steady criticism that journalism graduates can't spell, punctuate or write. On the contrary, journalism educators devote considerable time to literacy training, and such impartial "evaluators" as law school admissions committees that court journalism graduates praise the journalism schools for that training.

Although there is a longstanding love-hate relationship between journalism educators and journalistic professionals, there are signs of a thaw coming. Both ANPA

Seven indicators of quality at J-schools

Not since the mid-1970s have there been national ratings of the schools of journalism. Journalism educators eschew rating systems, saying it is not meaningful to rank in the same study schools as different as Columbia with its professional master's program and Illinois with its comprehensive undergraduate-to-Ph.D. curriculum. Different schools should and do have divergent goals and approaches. Yet the desire to rate and rank the schools against each other persists. The Associated Press Managing Editors Association recently announced its intention to develop some indicators of quality.

Educators argue that reputation ratings are meaningless, especially when they are the result of judgments from the uninformed. They say that few editors have any comprehensive view of the field or any direct knowledge of what is happening in a wide range of programs.

If competitive ratings don't work, how can quality be judged? Some of the indicators of quality that prospective students and employers should look for in journalism schools include:

- *Quality of the faculty:* What is the reputation of the faculty as teachers, scholars and professionals? This may include general reputation and such important considerations as accessibility to students.
- *Quality of the student body:* High school SAT scores, prevalence of merit scholarships, record of the school in producing Phi Beta Kappas and honors graduates, as well as other measures of student attainment are key factors.
- *Connections to the profession:* Does the school have a vigorous program of professional visitors and outside speakers? Is there an active internship program? Are faculty members actively sought after as consultants or speakers by professional organizations and industry groups?
- *Research productivity:* Is the school a center of ideas? Have new theoretical or applied research notions emerged there? Are the faculty members and graduate students known as productive scholars both within their own universities and the field generally?
- *General quality of the university:* Strong journalism programs rarely flourish in weak universities and colleges. The overall quality of the university must be considered.
- *Distinctive nature of the program:* Is the journalism program unique or distinctive in any way? Does it do anything different or better than any other program in the nation or in its region?
- *Placement of students:* What happens to students who graduate from school? What is their track record both for entry-level jobs and for continuation in the field?

—E.E.D.

Foundation and the American Society of Newspaper Editors have active committees working jointly with journalism education. Earlier this year, an ASNE-AEJMC committee on news and editorial education headed by Claude Sitton, the Pulitzer-prize winning editor of the The News and Observer in Raleigh, N.C., and the University of North Carolina's Cole gave support to a dual-track system of academic evaluation that would help professionals get recognition and promotion as journalism educators. The same group pushed for media support of education and called for strengthening professional-in-residence programs.

Another sign of enhanced diplomatic relations and mutual respect between professionals and educators is seen in the development of mid-career programs. Stanford and Michigan have been leaders in mid-career education programs through their National Endowment for Humanities programs. Other universities are organizing intermediate and high-level short courses for communications professionals in which high quality teachers and high quality professionals collaborate in the teaching. This makes it clear that journalism education can do more than teach basic, entry-level skills, and it shows the educators that thoughtful professionals can make rich contributions in the classroom.

The accreditation problem. Since the late 1940s, journalism schools have been accredited by the Accrediting Council on Education in Journalism and Mass Communication, a group of educators and professionals that is sanctioned by the U.S. Department of Education. For years and with little stir, ACEJMC put its stamp of approval on journalism schools that met its standards. During the last two years, however, accreditation has been under

A model journalism curriculum takes shape

Shaping the future of journalism education will require thoughtful strategic planning and sensitive calibrations between conceptual and craft courses. That is one of the preliminary findings of a national study of the future of journalism and mass communication education that is being conducted by the University of Oregon School of Journalism.

The Future Project at Oregon, which is funded by a $64,900 grant from the Gannett Foundation, is the first national effort to develop model curricula for the journalism schools of the future.

Several alternatives for journalism school structure and curricula will be suggested in the project's final report. Each journalism program, the report says, should have some distinct elements and emphasis. At present, many journalism and mass communication schools, by their own admission, do little or nothing that is especially calibrated to their goals, purposes, location or constituencies. This, the report says, should change radically.

The study involves a critique of journalism education, an examination of its historic patterns and its present status, and speculative reports from journalism school administrators and educators, media organizations and professionals, and outside scholars. These studies are providing the basis for planning documents that will help guide a national task force of educators and professionals in recommending changes for the future.

Although a final report will not be available until early 1984, some findings are emerging from the multi-faceted study: They are:

- *On the place of journalism and communication units within the university:* Strong support exists for a free-standing school that is well-integrated with the liberal arts and sciences but that has control over its own admissions and is positioned where it can get maximum financial support. Methods of determining such positioning are discussed in the study.
- *The purposes of journalism and mass communication education:* There should be continued emphasis on undergraduate education, enhanced graduate programs especially at the master's level, and a major expansion of continuing education for professionals and other constituencies of journalism schools.
- *On the structure of journalism school programs:* There is a movement toward more generic study of mass communication delivery systems and a movement away from narrow, vocationally oriented sequences.
- *On relationships with the liberal arts and other course areas:* There should be conceptual courses in the journalism schools that actually help tie together the student's general education by linking up with specific work in history, political science, sociology and other fields. Recommended is a highly calibrated approach that is keyed to a specific awareness of course material in other campus courses.
- *Updating course material:* A five-year justification rule should be established for all journalism and mass communication courses, with a review procedure for evaluation.
- *More generic course work:* There should be more courses that recognize the communication revolution and its impact on society.
- *Craft and conceptual courses:* The present gap between professional skills courses (such as reporting and editing) and conceptual courses (such as history of communication or law of the press) should be bridged.
- *"Hands-on experience":* There should be a plan for early professional experience that is supervised and that ranges from short-term assignments to well-developed internships.
- *Professional-academic relationships:* There should be a systematic pattern for continuity of relationships and involvement among communication professionals and educators.
- *Communication technology:* Information about the consequences and impact of communication technology should be integrated into several existing courses as well as being the focal point of new courses. Students also should become computer literate to meet present and future employment needs.
- *Competencies:* Various courses and programmed instruction should enhance general literacy, visual literacy, computer literacy and capabilities for the systematic gathering of information.
- *Conceptual knowledge:* Students should have a conceptual "road map" of the mass communication field, including communication industries and organizations.

—E.E.D.

scrutiny as fierce battles flared with Northwestern University and Boston University. Neither is currently accredited, both having dropped out of the accrediting process during widely publicized disputes with accrediting teams and the council. Also, in 1983, the University of Michigan decided not to seek reaccreditation because the Michigan faculty felt accreditation no longer fit their program. Stanford University earlier had withdrawn with similar arguments.

Boston University carried its grievances to the Department of Education and urged that ACEJMC be stripped of its authority. The council got a probationary, two-year renewal but received a stern warning to get its house in order.

In the midst of these conflicts on campuses, there have been vigorous debates within journalism education over professional-academic control of accreditation and various procedural issues that deeply divide educators.

In 1983-84, a committee of journalism educators within the Association for Education in Journalism and Mass Communication will make a serious evaluation of accreditation and make recommendations about its continuation or abolition. The committee is headed by John D. Stevens of the University of Michigan, who says, "The crucial question is just what does accreditation mean to a school and its students."

Leadership problems. Three of the nation's most prestigious journalism schools—Columbia, Northwestern and Missouri—once acknowledged leaders in the field, also have taken their lumps in recent years. Missouri tangled with the accreditation council and was put under sanction; Northwestern also had accreditation problems as well as other controversies involving its dean; and Columbia was the subject of a less-than-flattering New York Times article that alleged deep faculty-administrative divisions.

In the face of these problems, two of the schools searched for new deans. As a search committee member at one of the schools remarked, "We were shocked and depressed by the lack of interest in our deanship."

This problem is not unique to journalism schools, however.

A recent Wall Street Journal article chronicled the failure of the nation's business schools to find a ready supply of administrators who want to lead faculties, raise money and fight what Nebraska's Copple says are "the alligators that persistently keep coming."

One educator blamed the "push to scholarship" for lack of interest in administration. "At my university, there was a whole generation of first-rate minds who believed and told their students that administration was not fit work for an educator. I think they went too far, and we lost many potential good leaders."

The same educator continued, "Of course, in the heyday of journalism education, the great leaders were scholars and professionals. People like Frank Luther Mott of Missouri, Ralph Casey of Minnesota and Willard Bleyer of Wisconsin were first-rate minds and gifted administrators. Few of today's deans enjoy that distinction."

At the same time, most educators realize that only through distinguished scholarship and professional contributions will journalism educators obtain real clout on their own campuses where research productivity is the single most important measure of attainment and advancement.

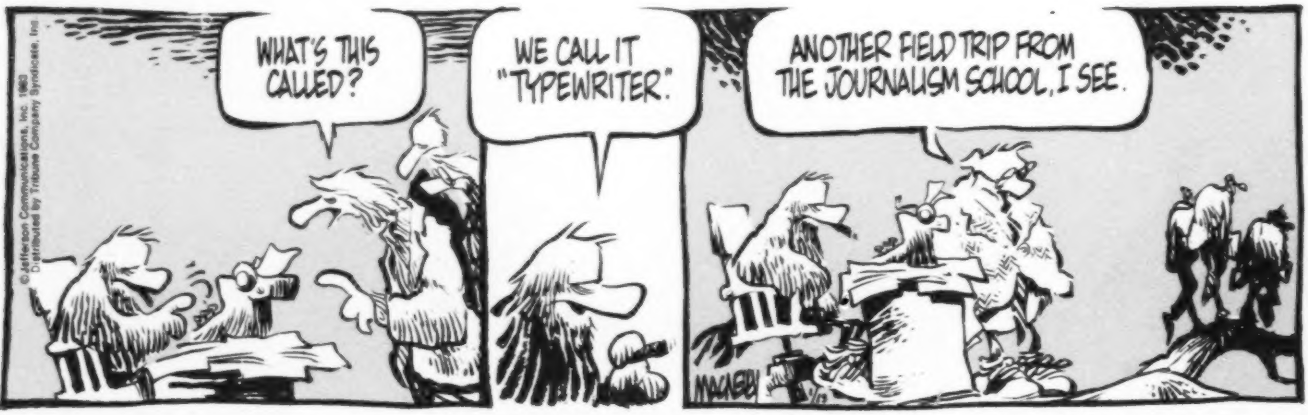
One bright sign is that journalism educators are beginning to cope with their problems. Through national organizations, in foundation grants and in professional-educator committees, there are important signs of change.

Most critics agree, however, that the field faces great strains and needs significant repairs that will come through better positioning of the journalism schools on their own campuses, greater cooperation between professionals and educators, and some serious strategic planning for the future of communicators' education in a communication society. □

Related stories

- **On-the-scene coverage of the AEJMC convention. See education section, p. 22.**
- **A first-year reporter reflects on her journalism education. See essay, p. 29.**

'Shoe' **By Jeff MacNelly**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WHAT'S THIS CALLED?
WE CALL IT "TYPEWRITER."
ANOTHER FIELD TRIP FROM THE JOURNALISM SCHOOL, I SEE.
MACNELLY

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Faculties debate merits of experience vs. Ph.D.

By Malcolm F. Mallette

In the supposedly tranquil grove of Academe, journalism educators are up to their mortarboards in prickly issues.

Most prickly of all is the issue of faculty qualifications, which bears heavily on other issues.

In 30 years, as journalism programs proliferated and enrollments soared, journalism faculties have dropped sharply in professional experience and risen sharply in Ph.D. degrees. When not coupled with practical experience, a Ph.D. in journalism ill equips one to teach the core skills of reporting, writing and editing. But most institutions encourage, often require, the hiring of Ph.D.s, regardless of professional journalism background. Noteworthy is the fact that some of the very best journalism schools are flexible on the Ph.D. requirement.

Verne E. Edwards, an experienced newsman and journalism chairman at Ohio Wesleyan University, says limiting new hires to Ph.D.s can ruin journalism programs, young or smaller programs in particular because they lack old pros for balance. "You can see in their teaching," says Edwards, "that they've never been in a newsroom."

Many institutions have failed to recognize that journalism faculty promotions cannot be handled the same way as for other schools. "Journalism schools," says Reese Cleghorn, journalism dean at the University of Maryland and former associate editor of the Detroit Free Press, "must persuade their higher administrations that they should not follow the same tenure and promotion requirements that are suitable, say, for an English or history department. The failure to understand that is the most serious problem many schools have."

Elizabeth Yamashita, journalism director at the University of Oklahoma, has said that in 10 years the professional experience on journalism faculties will shrink a great deal more.

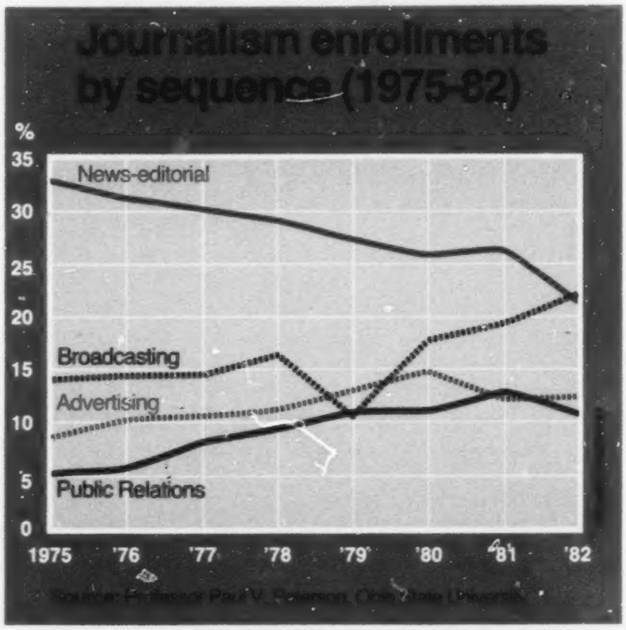
Of course, there is no guarantee that an experienced professional will be a good teacher; some professionals who switch to the classroom offer little more than war stories. Richard G. Gray, journalism dean at Indiana University, has noted the high stakes in faculty hiring. Tenure is a 20-to-30-year investment, so institutions must be certain that campus-bound professionals are determined to grow as scholars.

There are those who contend that journalism deans who have come up the Ph.D. route—and their numbers have increased markedly—are uneasy with professionals and tend to hire clones of themselves. And, the contention is, that because teachers tend to teach what they know, journalism curricula teem with needless communicology courses.

But the arguments are not always clear cut. While deploring the shortage of professionals teaching news-editorial practice, newspaper editors do not always recognize the skill, dedication and scholarship that teaching demands. The American Society of Newspaper Editors recently attempted to bridge that gap by adopting a statement proposing that "outstanding professional activity be considered an alternative to scholarly research and publication as a criterion, along with teaching ability and service, in tenure and promotion decisions at those institutions that emphasize both professional practice and scholarly research."

Journalism educators must recognize the pressure in the ASNE proposal and communicate it to their central administrations. Therein lies another issue. Journalism educators are often viewed by non-journalism faculty as second-class citizens, vocational teachers—certainly not as scholars. That is one reason journalism schools often strive to load their faculties with Ph.D.s. Curtis MacDougall, professor emeritus of journalism at Northwestern University, wrote not long ago of the "supercillious contempt for journalists that many ivory-towered pedants have." MacDougall, a Ph.D. himself, called the situation "ridiculous, outrageous."

As journalism educators battle for campus stature, they must fight to gain their deserved share of dwindling university budgets. They must seek better understanding with editors who contend that aspiring journalists would do better to take straight liberal arts. And at the same time, they must respond to other editors who are demanding more of journalism graduates.



Journalism enrollments by sequence (1975-82)

Source: Professor Paul V. Peterson, Ohio State University

All this is happening coincident with a pronounced swing from the news-editoral sequence to broadcasting and public relations. Because of this swing, many educators are concerned that in a few years they will not be able to supply outstanding graduates in the numbers newspapers must have.

J-educators must also find time to fret over low institutional admission standards and the precious slogging hours devoted to remedial classes. So if you mention tranquility to a J-educator, be sure to smile. ☐

Mallette is director of development of the American Press Institute, Reston, Va.

ANPA supports curbs on FCC content rules

In separate filings to the Federal Communications Commission, ANPA has said it supports repeal of the personal-attack and political-editorial rules for broadcasters and favors putting limits on the application of the fairness doctrine and equal-time rule to cable television.

The Association said the personal-attack and political-editorial rules "facilitate neither accuracy nor integrity of the press; they work instead to silence that speech which is most essential to a democratic society."

The personal-attack rule requires broadcasters to notify and offer a reasonable opportunity to respond to individuals or groups when an attack is made on their "honesty, character, integrity or like personal qualities" during the broadcast of "a controversial issue of public importance."

Similarly, the political-editorial rule requires that when broadcasters oppose or endorse candidates, they must notify the candidates they are opposing or opponents of the candidates they are endorsing and give them an opportunity to respond.

The comments were submitted in response to the FCC's May 12 proposal to repeal the rules [presstime, July 1983, p. 28].

On the fairness doctrine and equal-time rule, however, the FCC does not have the authority to repeal. Thus, it has asked Congress to do so. In the meantime, the commission has invited public comment on how it can apply those rules in the "least intrusive" manner possible to cable television [presstime, May 1983, p. 33].

In its comments, ANPA said the FCC should apply the rules only to cable channels on which programming is under the control of the cable system operator. It noted that all but a handful of cable channels carry programming produced by outside parties.

The Association disagreed with a proposal not to apply the rules to cable systems with public access channels. Pointing out that legislation to regulate cable TV currently is before Congress, ANPA said the FCC should "defer" any regulatory action involving cable access channels until Congress acts on that legislation.

In addition, it agreed with the commission's proposal to extend the current exemption from the rules for "facsimile" reproduction of newspapers over cable television to all text information transmitted over cable.

The fairness doctrine requires broadcasters to devote a reasonable percentage of time to the coverage of controversial issues of public importance and to afford reasonable opportunity for the presentation of contrasting viewpoints. The so-called equal-time rule requires broadcasters who permit their facilities to be used by a legally qualified candidate for public office to provide equal opportunities to opposing candidates for the same office.

ANPA's Aug. 25 comments were in keeping with the policy adopted by the Board of Directors earlier this year that freedom from government regulation of content should be "maximized" for all media.

Packwood foundation shifts strategy

The Freedom of Expression Foundation, following a similar action of its founder, Sen. Bob Packwood (R-Ore.), has put "on a back burner for now" the goal of lobbying for a constitutional amendment to extend full First Amendment rights to broadcasters.

Instead, President Craig R. Smith said the foundation has decided "the best way to go will be for statutory relief."

The first step in that process will be to study what would be the impact of repealing the Federal Communications Commission's content regulations. Smith said the study will help the foundation and its policy advisory board propose appropriate legislation for possible introduction by Packwood, who is chairman of the Senate Committee on Commerce, Science and Transportation [presstime, April 1983, p. 10].

Also, the foundation has concluded naming members of that advisory board. They are: Larry Jinks, senior vice president/news of Knight-Ridder Newspapers Inc.; Thornton F. Bradshaw, chairman and chief executive officer of RCA Corp.; Charles L. Brown, chairman of the board of AT&T; Everette E. Dennis, dean of the University of Oregon School of Journalism; Edward O. Fritts, president of the National Association of Broadcasters; Christie A. Hefner, president of Playboy Enterprises Inc.; Thomas G. Krattenmaker, professor of law at Georgetown University; Drew Lewis, chairman of Warner-Amex Cable Communications Inc.; Thomas E. Wheeler, president of the National Cable Television Association; and Jack Valenti, president of the Motion Picture Association of America.

There is much heavier newspaper-business involvement in a related organization called the Institute for Freedom of Communication, which conducts research and compiles background information for the Freedom of Expression Foundation.

It is run by a research advisory board comprised of Robert F. Erburu, president and chief executive officer of Times Mirror Co.; Katharine Graham, chairman of the board of The Washington Post Co.; Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications Inc.; Allen H. Neuharth, chairman and president of Gannett Co. Inc.; J. Richard Munro, president of Time Inc.; and Thomas Wyman, president and chairman of the board of Columbia Broadcasting System Inc.

FCC wants TV deregulated

The Federal Communications Commission has proposed deregulating television broadcasting along the lines of its 1981 deregulation of radio.

The FCC proposed eliminating or easing guidelines that limit stations to 16 minutes of commercials per hour and that set minimum amounts of nonentertainment programming. The commission also proposed changes in its requirement that stations survey their communities to ascertain programming needs.

Simultaneously, the agency solicited comments on radio recordkeeping. In May, a federal appeals court asked the FCC to reconsider its decision to eliminate the radio logkeeping requirement [presstime, July 1983, p. 28].

NIOSH, unions criticize report on VDT effects

The National Institute for Occupational Safety and Health said in August that it will continue research into the health effects of video display terminals.

The U.S. government agency faulted a National Research Council report it had commissioned for failing to recommend specific guidelines for further research. The council concluded that working conditions, rather than the terminals themselves, are the major cause of eyestrain, fatigue and other health problems reported by users [presstime, Aug. 1983, p. 11].

The council's report also has been criticized as misleading by labor unions, including the Communications Workers of America and The Newspaper Guild.

Guild President Charles A. Perlik said his union fears employers will interpret the report as saying that VDTs pose no health hazards. He also criticized the report's recommendation against adoption of mandatory standards on the design and maintenance of the machines and on VDT work places.

The International Typographical Union adopted a committee report at its August convention recommending that VDT users be given a rest break of 15 minutes every two hours, or 15 minutes for every hour of intense VDT work, and that continuous use of VDTs be limited to four hours each day.

Meanwhile, in Canada, the Ontario Medical Association adopted a committee report stating that VDTs do not emit hazardous microwave, radio frequency, ultraviolet, infrared or x-ray radiations; urging that there be "an expression of reassurance to all concerned"; encouraging proper ergonomic standards in the work place to maximize operator comfort; and calling on the association to "continue to monitor and evaluate" all scientific developments.

In another VDT report, the New England Journal of Medicine said spending long periods in front of a terminal may produce an optical illusion of seeing pink in place of white. The illusion is harmless and fades over time, the report said. ☐

ABA says intelligence agencies should be granted FOIA 'relief'

Despite the objections of press organizations, the American Bar Association has gone on record in favor of granting intelligence agencies "significant relief" from the Freedom of Information Act.

"The breadth of this (ABA) statement is vast and could too easily be interpreted as endorsement of a total exemption for all intelligence agencies," said Richard M. Schmidt Jr., general counsel of the American Society of Newspaper Editors.

He also pointed out that a bill to provide the CIA with some relief from the FOIA has been introduced in Congress. It has been the subject of hearings by the Senate Select Committee on Intelligence and has the support of the CIA, Schmidt noted. The bill, S 1234, would exempt CIA "operational files" from disclosure under the FOIA.

"To propose at this time a more blanket approach can only be a step backward and could serve to jeopardize any chances of relief being realized by the CIA," he said.

Schmidt testified on behalf of ASNE and ANPA at a hearing on the ABA's proposed FOIA resolutions prior to the Aug. 3 vote of the bar association's House of Delegates.

Endorsing the ANPA-ASNE comments were the Radio and Television News Directors Association and the National Press Photographers Association. Other press organizations testifying or submitting written testimony against the resolution were Women in Communications, the National Federation of Press Women, the Association of American Publishers, and the Society of Professional Journalists, Sigma Delta Chi.

The July 29 hearing was scheduled after the Joint ABA-ANPA Task Force complained that FOIA proposals on the agenda for the ABA's meeting last February had not been the subject of open discussions. After the protest, the hearing was scheduled, and action on the more controversial proposals was deferred until the August annual meeting [presstime, July 1983, p. 26].

The House of Delegates also adopted two other FOIA resolutions.

One recommends extending the existing FOIA exemption for internal federal agency rules or records to cover law enforcement manuals that relate to investigation and prosecution and which, if disclosed, would help persons violate the law or evade prosecution. ANPA and ASNE argued that a provision in the FOIA amendments approved by the Senate Judiciary Committee in June should satisfy the concerns expressed through that resolution. The press groups noted they had not opposed that provision of the legislation.

The second resolution recommends the addition of a definition of "agency records" to the federal access law. The ABA Administrative Law Section, which offered the resolution, said because no definition exists, "agencies have occasionally attempted to claim that certain records which they generated, were in their possession,

What the bar association's resolution says

The ABA resolution dealing with the relationship between the intelligence agencies and the FOIA provides the following:

- "Congress should grant significant relief from the FOIA for the intelligence agencies."
- Courts should be limited in their reviews of agencies' decisions to classify information. They should be able to determine only whether "there is a non-frivolous certification" that the material in question has been properly classified. Certification should be made by an official to be appointed by the President and confirmed by the Senate.
- "A new exemption should be added to the FOIA for information obtained through sensitive intelligence sources or methods, and for information obtained from foreign intelligence sources under a promise of confidentiality."
- "Intelligence agencies should be encouraged to experiment with modifications in current administrative practices for handling FOIA requests."

or were prepared under contract for them," are not agency records and not subject to the FOIA.

According to this resolution, the definition should cover "any record prepared on behalf of the agency through direct government funding, if the agency has a right to obtain possession of such record and if such record was relied on by the agency in the performance of an agency rulemaking or adjudicatory function." The two press organizations testified that they supported the proposal.

THE ATLANTA HILTON

Former Justice Department official Robert L. Saloschin testifies on FOIA resolutions as R. Thomas Howell Jr., of the ABA Committee on Association Communications (left), and Stuart L. Kadison, co-chairman of the Joint ANPA/ABA Task Force, listen.

A fourth FOIA resolution, recommending broadening the current FOIA exemption for law enforcement investigatory records to cover all information furnished by confidential sources, was deferred until the ABA's meeting next winter.

Also at the association's Aug. 2-4 meeting in Atlanta, the House of Delegates approved new "model" rules for lawyer advertising. The new rules state only that lawyers shall not make false or misleading communications about their services. They replace rules that listed 25 categories of information lawyers could include in advertising.

The new rules make it clear that some direct-mail advertising is permissible, and they add billboards to the types of media in which lawyers may advertise.

In another action of interest to the press, the House of Delegates approved the establishment of a National Conference of Lawyers and Representatives of the Media. The conference will be made up of six representatives from the ABA and two each from ASNE, RTNDA, the National Association of Broadcasters and the National Cable Television Association. Other groups may be added by the conference as it deems appropriate. The Joint ANPA/ABA Task Force remains unchanged by this action. ☐

'Backdoor' ploy to sap FOIA axed

Press groups successfully slammed the door on one so-called "backdoor" amendment to the Freedom of Information Act, but they are keeping still about another one.

The term "backdoor" applies to attempts made to change the coverage of the FOIA by attaching provisions to non-FOIA bills. The proposed "backdoor" amendments in question are part of the 1984 Defense Department authorization bill that is nearing final passage.

The provision that was deleted would have allowed the Defense Department to withhold considerable information about safety investigations into the cause of military aircraft accidents.

The Reporters Committee for Freedom of the Press and the Texas Daily Newspaper Association protested to Sen. John Tower (R-Texas), chairman of the Armed Services Committee. The provision, which appeared in the Senate's defense bill, was dropped from the version of the bill approved in August by a House-Senate conference committee.

The provision that remains in the defense bill would allow the secretary of defense to exempt certain sensitive technical data from FOIA coverage. The provision is a legislative cousin to an exemption spelled out in S 774, the FOIA bill approved by the Senate Judiciary Committee in June [presstime, July 1983, p. 26].

Press groups have opposed the S 774 provision, but they have not objected to the version in the defense bill because, according to ANPA Assistant Manager/Government Affairs Jacquelyn L. Jackson, it is more narrowly drawn.

The defense bill now goes to the full Senate and House. ☐

SPJ, SDX criticizes bill to set standards on infiltrating press

The Society of Professional Journalists, Sigma Delta Chi, has opposed a legislative provision that would set standards for Justice Department infiltration of the news media and impersonation of reporters.

S 804 would require that before an undercover operation involving infiltration or impersonation of news media is carried out, a determination must be made that there is "probable cause to believe that the operation is necessary to detect or prevent specific acts of criminality."

This standard also would apply to infiltration of political, government and religious organizations or impersonation of an attorney, physician or clergyman, and it is a higher standard than is required for other targets of undercover operations.

In addition, the bill specifies that the decision of whether there is such probable cause must be made by an Undercover Operations Review Committee, which would be created for each agency of the Justice Department.

SPJ,SDX called the provision on the news media "ill-advised and ill-conceived." In a July 5 letter to seven senators, SPJ,SDX First Amendment Counsel Bruce W. Sanford said that "by setting out such a standard, this bill you are cosponsoring tacitly approves of governmental infiltration of news organizations or the use of government agents as reporters. Such practices seriously compromise both the ability of reporters to gather information and the public's ability to perceive the press as a neutral, disinterested conduit of that information."

One of the cosponsors, Sen. Patrick Leahy (D-Vt.), has expressed similar concerns. He said undercover operations involving the news media and the clergy raise "serious First Amendment questions."

Introduced by Sen. Charles McC. Mathias (R-Md.), the bill resulted from a Senate select committee's study of federal law enforcement undercover operations following the Abscam bribery scandal. Mathias was chairman of that committee. The Judiciary Committee has not scheduled action on the bill. ☐

Eleven states tax inserts, study shows

By Elise Burroughs
presstime staff writer

With most state legislatures adjourned for the year, it appears U.S. newspapers have once again fended off proposals that would have levied new taxes on circulation or on run-of-paper advertising.

According to information gathered by the ANPA Legal Department and presstime, the number of states that tax revenue from circulation and/or ROP advertising has remained static since December 1981, when the magazine last summarized the situation (p. 16).

However, the list of states that tax preprinted advertising inserts, either when they are carried in newspapers or when they are printed by newspapers, has grown in recent years and now stands at 11. (The chart below separates advertising into ROP and preprint categories, whereas the December 1981 chart did not.)

In four states—Idaho, Kansas, South Carolina and South Dakota—preprint taxes were imposed by state revenue officials, acting without specific authorization by legislative or judicial bodies. In those states, newspapers are supporting merchants and advertisers in appealing the taxes.

On a more positive note for newspapers, the North Carolina Legislature in July approved a sales-tax exemption for preprints when they are printed for or inserted into newspapers. Pennsylvania and Virginia enacted similar laws earlier this year.

Newsprint taxes also are covered in the updated report.

The U.S. Supreme Court's March 29 decision invalidating the Minnesota newsprint tax led to an end to such taxes in that state and in Iowa [presstime, June 1983, p. 15].

But different forms of newsprint taxes remain on the books in three states and in some localities. Ohio tax officials since 1981 have been assessing property taxes on newsprint inventories. Dayton attorney Charles W. Keller, whose firm represents several Ohio newspapers, says his clients are appealing to the state Department of Revenue.

Meanwhile, newsprint continues to be taxed in Hawaii and Kentucky, and some Louisiana newspapers pay a property tax levied by local jurisdictions on newsprint inventories.

The background for the frenetic activity in the state capitals is painted in red ink: rising costs of state government versus stagnant or dwindling state revenues.

According to the National Conference of State Legislatures, 36 states raised taxes, extended temporary tax increases or

State taxes affecting newspapers

	ROP Advertising	Preprint Advertising	Circulation	Newsprint
Alabama	Exempt	Exempt	Subject to sales tax	Exempt
Alaska	None	None	None	None
Arizona[1]	Subject to gross receipts tax	Subject to gross receipts tax	Subject to gross receipts tax	Exempt
Arkansas	Exempt	Subject to sales tax	Exempt	Exempt
California	Exempt	Exempt	Exempt	Exempt
Colorado	Exempt	Exempt	Exempt	Exempt
Connecticut	Exempt	Subject to sales tax	Exempt	Exempt
Delaware	None	None	None	None
District of Columbia	Exempt	Exempt	Exempt	Exempt
Florida	Exempt	Exempt	Exempt	Exempt
Georgia	Exempt	Exempt	Subject to sales tax	Exempt
Hawaii	Subject to gross receipts tax	Subject to gross receipts tax	Subject to gross receipts tax	Subject to use tax
Idaho	Exempt	Subject to sales tax[2]	Subject to sales tax	Exempt
Illinois	Exempt	Exempt	Exempt	Exempt
Indiana	Exempt	Exempt	Exempt	Exempt
Iowa	Exempt	Exempt	Exempt	Exempt
Kansas	Exempt	Subject to sales tax[3]	Subject to sales tax	Exempt
Kentucky	Exempt	Exempt	Exempt	Subject to property tax
Louisiana	Exempt	Exempt	Exempt	Exempt
Maine	Exempt	Exempt	Exempt	Exempt
Maryland	Exempt	Exempt	Exempt	Exempt
Massachusetts	Exempt	Exempt	Exempt	Exempt
Michigan	Exempt	Exempt	Exempt	Exempt
Minnesota	Exempt	Exempt	Exempt	Exempt
Mississippi	Exempt	Exempt	Exempt	Exempt
Missouri	Exempt	Exempt	Exempt	Exempt
Montana	None	None	None	None
Nebraska	Exempt	Exempt	Exempt	Exempt
Nevada	Exempt	Exempt	Exempt	Exempt
New Hampshire	None	None	None	None
New Jersey	Exempt	Exempt	Exempt	Exempt
New Mexico	Subject to gross receipts tax	Subject to gross receipts tax	Exempt	Exempt
New York	Exempt	Exempt	Exempt	Exempt
North Carolina	Exempt	Exempt	Subject to sales tax	Exempt
North Dakota	Exempt	Exempt	Exempt	Exempt
Ohio	Exempt	Exempt	Exempt	Subject to property tax
Oklahoma	Exempt	Exempt	Subject to sales tax	Exempt
Oregon	None	None	None	None
Pennsylvania	Exempt	Exempt	Exempt	Exempt
Rhode Island	Exempt	Exempt	Exempt	Exempt
South Carolina	Exempt	Subject to sales tax[4]	Exempt	Exempt
South Dakota	Exempt	Subject to use tax[5]	Exempt	Exempt
Tennessee	Exempt	Exempt	Exempt	Exempt
Texas	Exempt	Exempt	Exempt	Exempt
Utah	Exempt	Exempt	Exempt	Exempt
Vermont	Exempt	Exempt	Exempt	Exempt
Virginia	Exempt	Exempt	Subject to sales tax	Exempt
Washington	Exempt	Exempt	Exempt	Exempt
West Virginia	Subject to gross receipts tax	Subject to gross receipts tax	Subject to sales tax	Exempt
Wisconsin	Exempt	Subject to sales tax	Exempt	Exempt
Wyoming	Exempt	Exempt	Exempt	Exempt

[1] Arizona Legislature and governor have approved gradual phase-out of tax on advertising.

[2] Department of Revenue assessment of tax on preprints has been appealed to state tax commission.

[3] Department of Revenue assessment of tax on preprints brought in from another state has been appealed in Kansas courts.

[4] Department of Revenue assessment of tax on preprint has been appealed to state attorney general.

[5] Department of Revenue assessment of tax on preprints not printed by newspapers has been appealed to South Dakota Supreme Court

changed their tax bases significantly this year. These moves brought in some $10 billion in increased revenue for fiscal 1983, a 6-percent increase over fiscal 1982, says Karen M. Benker, senior research analyst for the conference.

Benker notes that the last time states raised taxes by that percentage was fiscal 1970. With the economic recovery now underway, she does not expect tax increases of that magnitude next year.

But because the recovery is proceeding very unevenly around the country, state press association managers warn that newspapers are not yet in the clear when it comes to tax initiatives.

Some states, such as California, have passed budgets without specifying where revenues will come from. Terry Franke, legal counsel for the California Newspaper Publishers Association, says tax measures affecting newspapers may resurface when the legislature returns from its summer recess.

In some other states where legislatures are recessed for the year, newspaper-related tax proposals are expected to be considered when legislatures convene next January.

Many newspaper observers regard the most serious threat to be proposals to include advertising under the growing category of taxes on services. "Down the road, an extension of the tax on services will probably include some of the media," predicts Kenneth Drum, executive director and secretary of the Ohio Newspaper Association.

The Washington, D.C.-based American Advertising Federation also is concerned about persistent moves to tax advertising. "State efforts to tax advertising are likely to continue unfettered and even increase in the near future," says Daniel L. Jaffe, AAF senior vice president-government relations.

The federation recently urged members to cooperate with merchants and media groups in lobbying against taxes at the state level, but gathering ammunition to fight such battles is not easy.

One problem is that virtually all state taxes affecting newspapers have unique characteristics that make interstate lobbying efforts difficult.

For example, 12 states tax some aspect of newspaper circulation sales, but none in the same way as any other state.

Judge says opinions can libel

The chief judge of the U.S. Court of Appeals, District of Columbia Circuit, ruled that editorial opinion may be libelous if the writer does not present sufficient facts for "perspective" or if those purported facts are inaccurate.

Media law experts said the ruling could be damaging in its implications for newspaper editorialists and columnists.

Judge Spottswood W. Robinson III wrote Aug. 5 that a "hybrid" statement—one between "pure opinion" and hard fact—may claim absolute privilege as opinion "only when it is accompanied by a full and accurate narration of the material background facts."

"The false hybrid statement has the potential . . . to wreak considerable, unjustified damage to reputation," the judge said.

Robinson overturned a lower court's granting of a libel summary judgment in favor of syndicated columnists Rowland Evans and Robert Novak. The columnists were sued by Bertell Ollman, who claimed an Evans and Novak column resulted in his being denied the chairmanship of the Department of Politics and Government at the University of Maryland.

Robinson sent the case back for trial.

Evans and Novak by press time had not decided whether to appeal.

Richard M. Schmidt, general counsel for the American Society of Newspaper Editors, labeled Robinson's ruling "very disturbing." Among other things, Schmidt said, it raises "another difficulty in getting summary judgments" and that could result in higher costs for the press to defend libel suits.

Other critics of Robinson's decision included the National News Council. President Richard S. Salant said the judge's requirement for a writer to present sufficient background facts—and for a court to decide whether those facts are "full and relevant"—is "preposterous and totally at odds with the spirit of the First Amendment."

Court briefs

The 8th U.S. Circuit Court of Appeals Aug. 11 upheld a preliminary injunction against the Omaha World-Herald Co. **prohibiting it from engaging in certain advertising activities** in two Nebraska counties.

But at the same time, the appeals court blunted much of the effect of the injunction. It ruled that the World-Herald Co. may resume all activities except with advertisers the company was not serving when the injunction was issued July 14.

The injunction stemmed from an antitrust suit filed by the Omaha Sun Newspapers [presstime, Aug. 1983, p. 4]. Trial has been set Nov. 28.

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The Courier-News of Bridgewater, N.J., has **appealed a $1.05-million libel judgment** to the New Jersey Court of Appeals. The plaintiff, a former bank chairman whom the trial judge considered a private figure, sued for stories he claimed resulted in a loss of personal business [presstime, July 1983, p. 25].

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The Tennessee Supreme Court has ruled that the state's **shield law protects nonconfidential as well as confidential information** gathered for news reports. The court also said the law applies to criminal and civil cases.

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A British Columbia Supreme Court justice ruled unconstitutional a section of Canada's Juvenile Delinquents Act stipulating that **juvenile trials** will take place without "publicity." He said the press may cover juvenile proceedings, although it may not reveal the identities of children involved. The decision was in response to a proceeding filed by the Times-Colonist of Victoria.

Correction

A New York law safeguarding free-lance photographers and photo agencies was enacted following a New York Court of Appeals decision against a free-lance photographer and photo agency, not against The New York Times as reported in the August 1983 edition, p. 10. Presstime regrets the error.

Common name for 2nd-, 3rd-class mail draws fire

The U.S. Postal Service has started calling second-, third- and some fourth-class mail by the same name—"bulk business mail." And even though postal regulations providing expedited treatment for second-class mail remain intact, some newspaper executives fear the common name could further blur the distinction between second-class newspapers and third-class matter such as "shoppers."

The change was made administratively, without public comment, in June.

It is a "step toward eliminating the difference between second- and third-class mail," charged Joseph A. Faraci, circulation director of the Journal of Commerce, Phillipsburg, N.J. "If they're not going to merge (second-class and third-class), why the hell did they do it?"

Thomas M. Keenan, assistant national circulation service manager of Dow Jones & Co. Inc., said, "Each class carries its own (regulatory) criteria, and they shouldn't be lumped together." The classes should keep separate names, he maintained.

Keenan is chairman of a group of second-class mailers who participate in the U.S. Postal Service's Mailers' Technical Advisory Committee, an organization that provides input for USPS operations. The Keenan group formally complained about the change at an advisory committee meeting Aug. 18 in Washington.

Prior to the name change, second-class mail was called "preferred" mail. Third-class and some types of fourth-class mail—bulk parcel post—were called "non-preferential."

Postal officials said the term "non-preferential" was "bad nomenclature" about a class of mail that is growing in volume and therefore is increasingly important to the postal service. Using the term "bulk business mail" for second- and third-class and bulk parcel post seemed fairer, officials said.

"It's not a case of trying to merge the two classes (second and third) or handling at all," said USPS spokesman James F. Van Loozen.

"The distinction between newspaper treatment and third-class treatment certainly has not changed," he added.

ANPA long has argued that the Postal Service should maintain the historical distinction between second- and third-class mail. The Association opposed the merger of second-class and the former "controlled circulation" that took effect in March 1981 [presstime, March 1982, p. 15]. □

9-digit ZIP set for Oct. 1

The U.S. Postal Service has reaffirmed its plans to implement the voluntary, nine-digit ZIP code for first-class mail Oct. 1.

However, it is uncertain whether USPS will offer a discount for its use. The postal Board of Governors has proposed to the Postal Rate Commission a half-cent per-piece discount for letters in minimum groups of 500 [presstime, Sept. 1981, p. 12].

The commission by late August had not issued a ruling on that proposal. □

Loss of K mart ads intensifies concern of postal task force

K mart's decision to shift midweek preprints from about 200 Midwestern newspapers to direct mail was a major topic of discussion for the newspaper business's Joint Postal Task Force Aug. 10 in Washington, D.C.

Newspapers affected by the switch to direct mailer Advo-System Inc. are in Michigan, Ohio, Indiana and Kentucky [presstime, Aug. 1983, p. 9].

The task force, made up of representatives of ANPA, the Newspaper Advertising Bureau and the National Newspaper Association, is addressing newspaper-business concerns over what it believes are inordinately low third-class rates and inappropriate third-class postal policy.

Members of the Joint Postal Task Force are Chairman Otto A. Silha of Cowles Media Co., Minneapolis; William E. Branen of the Burlington (Wis.) Standard Press; Frank Daniels Jr. of The News & Observer and The Raleigh (N.C.) Times; W. Gilbert Faulk Jr. of Dow Jones & Co. Inc., New York; and Tom Johnson of the Los Angeles Times.

Maguire (left) emphasizes a point with, from left, Silha, Marcil, Low, Brinkmann and ANPA's Jacquelyn L. Jackson.

Others attending the meeting included ANPA Chairman and President William C. Marcil of The Forum, Fargo, N.D.; ANPA Government Affairs Committee Chairman K. Prescott Low of The Patriot Ledger, Quincy, Mass.; Richard J. McClennon of The Detroit News; NNA General Counsel Robert J. Brinkmann; NAB President Craig C. Standen; NAB Vice President James H. Hollis; and ANPA Vice President/General Counsel W. Terry Maguire. □

Three new programs in the works

Newspapers seek Third World interns

By Elise Burroughs
presstime staff writer

After years of charges that U.S. newspapers are indifferent to the need for communications development and training in less-developed nations, a spurt of new programs to bring Third World journalists directly to U.S. newspapers for internships has occurred.

When media leaders from free press countries meet in Talloires, France, later this month, U.S. newspaper representatives will be able to list three new 1983 programs in addition to one started last year.

So far this year, the American Society of Newspaper Editors has announced a Third World intern program to begin in 1984, the U.S. ambassador to South Africa has recruited four newspaper companies that will begin training non-white South African interns this month, and former newsman Alfred Friendly has established a family foundation to sponsor 10 Third World journalists a year at newspapers in this country.

These new programs join one begun last year at the St. Petersburg (Fla.) Times in which, through a "twinning" arrangement, U.S. newspaper journalists are being temporarily exchanged with journalists from a newspaper group in Kenya [presstime, Nov. 1982, p. 41].

In addition to these private efforts, the U.S. government is considering funding internships for Third World journalists as part of the U.S. contribution to UNESCO's International Program for the Development of Communication.

The 35-nation governing council of the IPDC meets Sept. 5-12 in Tashkent, U.S.S.R. For the 1984 IPDC budget, the United States is expected to announce a "significant increase" over the $350,000 pledged by the United States Information Agency for IPDC projects in 1983, according to Bernard M. Hensgen, USIA communications policy officer.

For years the USIA funded a program that brought journalists from around the world to the United States for training, which included brief internships at newspapers and broadcast stations. That program ended in the late 1970s, however, and more recently, Hensgen said, many newspaper publishers have been reluctant to participate in such government efforts.

"ANPA-member newspaper executives have mixed views on cooperating with journalism training programs funded by government," said ANPA Executive Vice President and General Manager Jerry W. Friedheim. "Everyone senses the potential for government influence. Some don't think that potential would be exercised by our government, but others don't want to open the way even for the possibility. I think all publishers are a lot more comfortable with privately funded programs."

Editors organize. That position is one with which both publishers and editors agree. The American Society of Newspaper Editors in May announced a program that next year will bring 12 working journalists from developing countries to the United States for six weeks, including a four-week stint at U.S. newspapers.

"We at ASNE believe it is crucial for the private sector to promote, and to be seen by the world to be promoting, the principles and practices of a free press. Our internships for Third World journalists will contribute to this worthwhile end," the editors said in announcing their program.

Applicants for the ASNE program will be screened by the Edward R. Murrow Center of Public Diplomacy of the Fletcher School of Law and Diplomacy at Tufts University, with the help of the Associated Press, United Press International, the International Press Institute and the World Press Freedom Committee.

Seymour Topping, chairman of the ASNE Committee on International Communications, said the society is concentrating as much as possible on journalists from private-sector media rather than the government-run press.

He acknowledged, however, that such a policy is somewhat restrictive. "There are some countries where we may not be able to insist entirely on the private sector. In many places the distinction (between government and private ownership) is somewhat blurred. But we will try to determine the extent of independence and the possi-

St. Petersburg Times

St. Petersburg Times exchange journalist Peter Kareithi (seated), news editor of the Nation in Nairobi, Kenya, is briefed by a Clearwater, Fla., firefighter.

bility of encouraging press freedom," he explained.

ASNE has set a goal of $137,000 to fund the internships, a target Topping in late August said he is "quite confident" the society will meet. He added that pledges of support so far indicate ASNE will have no trouble finding newspapers to train the interns. Actual placement will depend on the needs of the interns.

Diplomat's project. In addition to group programs like the editors', U.S. Ambassador to South Africa Herman W. Nickel has proven that one man also can make a difference in this field.

Early this year, Nickel began approaching U.S. newspaper companies seeking sponsors for non-white, South African journalists desiring training in the United States. A former journalist, Nickel worked with Operation Crossroads Africa, a New York-based, nonprofit educational organization that has been sending volunteers to Africa and bringing African visitors to the United States for nearly two decades.

According to Bart Rousseve, director of the organization's African Leader Program, there is almost no formal journalism training available in South Africa, and race-related restrictions make professional development for black, Asian and "colored" journalists virtually impossible.

As a result of Nickel's efforts, however, four South African journalists will arrive in the United States this month. After a brief orientation visit to New York, each will be assigned for six months to one of the following participating media companies: Time Inc., the St. Louis Globe-Democrat, the St. Louis Post-Dispatch and McClatchy Newspapers of Sacramento, Calif.

C.K. McClatchy, president and editor of McClatchy Newspapers, said the duties and training of the intern assigned to his Sacramento, Calif.-based company will depend largely on the individual's level of skill. He expects the intern to begin by observing the newspaper operation and accompanying editors and reporters. If possible, the intern will fill some writing assignments as well.

McClatchy said he decided to accept the intern after visiting southern Africa and seeing how limited journalistic opportunities are for non-whites. His company has played host to African journalists sponsored by USIA for brief visits in the past. In addition to helping colleagues from developing countries, McClatchy said such encounters broaden the viewpoints of U.S. journalists, too. "You get unpredictable side benefits and insights," he noted.

Funding for this program is three-pronged. The companies that employ the interns are paying half of their normal salaries to support their families, who will remain in South Africa; the USIA is covering all travel expenses; and the host U.S. companies will pay salaries of varying amounts to support the interns in this country.

Alfred Friendly

Herman W. Nickel

Fellowships offered. Another one-man initiative has resulted in the third new program developed this year. Alfred Friendly, former managing editor of The Washington Post, early this year set up a private family foundation to sponsor International Free Press Development Fellowships. Working with the nonprofit Institute of International Education, the foundation hopes to bring 10 Third World journalists per year to the United States for study and assignment to U.S. daily newspapers. The first group is expected during the summer of 1984.

Friendly said in August that several daily newspapers, including the Baltimore Sun, The Washington Post, The Boston Globe, the Detroit Free Press and an undesignated Gannett newspaper, have agreed to accept the interns. Others are considering participation.

Friendly estimated it will cost $150,000 to $200,000 to organize the program. He expects part of the cost to be defrayed by contributions from the employers of the journalists involved and from the U.S. newspapers that train them. Like ASNE's, this program will concentrate on news people from countries where there is "some freedom of speech."

In addition to these new programs, occasional internships have been offered for years by the Associated Press and United Press International. Another, more regular program is operated at the World Press Institute at Macalester College in St. Paul, Minn. At the institute, foreign journalists spend most of their time studying and touring, but the participants' experience includes one-and two-week stints observing and working for newspapers, broadcast stations and other media organizations [presstime, Oct. 1981, p. 19].

Questioning the approach. Some observers have questioned the value of programs that bring journalists from relatively primitive news operations to extremely sophisticated Western establishments. Given the enormous cost of transporting and keeping individuals in this country, some critics have said it would be much more cost-effective to send experienced Western journalists to the Third World, where they can offer training in the actual environment in which journalists work.

George A. Krimsky, director of world services for the Associated Press, has worked with interns here and taught in Africa. He agreed that sending Westerners to developing countries is the most cost-efficient form of training, but he added that for the journalists involved it is extremely valuable to actually see Western news organizations in operation.

For one thing, he said, they find it difficult to believe that reporters and editors work, day in and day out, without government officials looking over their shoulders. Despite what the journalists have heard about Western freedom, he said, there is no substitute for seeing it in action.

But Andrew E. Barnes, managing editor of the St. Petersburg Times, pointed out that U.S. training is not an unmixed blessing for the recipients. His newspaper has been exchanging personnel with the Nation Group of papers in Nairobi, Kenya, since late 1982. At that time, there was some dissatisfaction in Kenya with the Nation papers because they are owned by a non-Kenyan—the Aga Khan.

Since then, internal security problems and an attempted coup have made the government of Kenya even more distrustful of "outsiders"—and journalists who work for a foreigner and have been trained in the United States are viewed as doubly untrustworthy, Barnes explained. Of the half-dozen Kenyans who spent time in St. Petersburg, two have lost their jobs since their return.

Given the expense, the political ramifications, and the sheer hard work involved in setting up and administering intern programs, some may wonder why newspapers are bothering. Barnes said aside from a couple of letters applauding the newspaper's good intentions, readers seem unaware of the program. Yet his newspaper and others say they are committed to such projects.

Like Publisher McClatchy, Barnes believes the experience of working with Third World journalists and visiting their countries gives newspaper people perspectives that they would never have otherwise. "It's really rewarding," he said.

And AP's Krimsky said he finds it "gratifying and useful," even on a small scale, to orient a new crop of Third World journalists to the free-press style of reporting.

"These journalists are going to be the leaders of the future," he said.

World press notes

Western media are evaluating the effect of a six-nation **ban on coverage by reporters based in South Africa**.

The information ministers of Angola, Botswana, Mozambique, Tanzania, Zambia and Zimbabwe said the ban was in response to what they called South Africa's propaganda and information aggression against neighboring black countries. The ban initially was not applied to journalists working for South African media.

While many Western news organizations traditionally have had reporters based in Johannesburg and Cape Town, a growing number also have correspondents in Harare, Zimbabwe; Nairobi, Kenya; and other African cities.

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In addition to participating in the the ban on South Africa-based reporters, the government of Zimbabwe announced **press restrictions, including censorship**, of reports on military activities in provinces where civilians are fighting government troops. Journalists who publish reports other than those approved by the government are subject to expulsion.

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Reuters correspondent Najmol Hassan **died in a land-mine explosion** during a tour of the Iran-Iraq battlefront Aug. 11. An Iranian official also was killed, and three other journalists were wounded.

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A United Press International correspondent Aug. 2 was **expelled from Sri Lanka for violating censorship rules**. Stewart Slavin, normally based in New Delhi, was in Sri Lanka covering riots that led to the death of more than 200 people. UPI has a full-time stringer based in the Sri Lankan capital of Colombo who was not affected by the expulsion, and UPI sent another correspondent to join the stringer after Slavin's departure.

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La Prensa of Managua, Nicaragua, was closed for 24 hours in August after **defying a censor's order** not to publish a story.

The story was an account of an incident in which a group of people stoned the home of Violeta Chamorro, former member of the Sandinista junta and mother of La Prensa Publisher Pedro Joaquin Chamorro Barrios.

La Prensa had been shut down by the government six times previously, but the latest closing was the first since the government began direct censorship of the newspaper in 1982.

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The following U.S. newspaper executives were **appointed to committees at the 1983 FIEJ Congress** in London:

Elmer L. Andersen, publisher of the Princeton (Minn.) Union-Eagle, to the Press Development Cooperation Committee; Maurice J. Buchart, vice president and general manager of The Courier-Journal and The Louisville (Ky.) Times, to the Advertising Committee; K. Prescott Low, publisher of The Patriot Ledger, Quincy, Mass., to the Communications Policy Committee; and Donald N. Soldwedel, publisher of The Yuma (Ariz.) Daily Sun, who serves as chairman of the FIEJ Newsprint Committee, to the Program Committee for the 1984 Congress.

Allen H. Neuharth, chairman and president of Gannett Co. Inc., continues to serve as a FIEJ vice president and member of the Executive Committee.

Modified chart for SAU formats sent to newspapers

The format chart for the expanded, voluntary Standard Advertising Unit system has been modified slightly.

The 21-inch depth was removed to reflect the fact that newspaper printing depths vary according to newspaper press cutoffs.

The new chart was published in a booklet mailed in August to U.S. newspapers [presstime, Aug. 1983, p. 21].

In the booklet's section listing newspapers of varying circulation sizes that have adopted the recommended format, the Charles City (Iowa) Press was listed with an incorrect state identification.

For additional copies of the booklet, contact ANPA's Frank J. Stanczak at The Newspaper Center in Reston, Va.

Creative Newspaper 1983 available from NAB

The Newspaper Advertising Bureau is taking orders for Creative Newspaper 1983.

The 48-page newspaper is published annually as a showcase of the best in newspaper advertising. Half of the pages are in color, and ads include the 20 winners of NAB's annual ATHENA (Award To Honor Excellent Newspaper Advertising) competition.

It's time to order
Creative Newspaper 83.
55
60
5

Copies are designed to show newspaper ad personnel, ad agencies and advertisers the creative possibilities of newspaper advertising.

Excluding postage, cost is 90 cents each for 1-100 copies; 85 cents each for 101-500 copies; and 80 cents each for more than 500 copies. A slide presentation, including cassette and tape narration, is available for $100 plus postage.

To order, contact NAB, Creative Department, 485 Lexington Ave., New York, N.Y. 10164.

Third cable news/advertising service signs off

By Margaret Genovese
presstime staff writer

The Lexington (Ky.) Herald-Leader Co. planned to close its three-channel cable news and advertising text service TelePress Aug. 31.

The Lexington service thus becomes the third daily-newspaper-related, cable-text service to close this year [presstime, Aug. 1983, p. 12].

"After 16 months of operation and extensive research, our conclusion is that at this time in Lexington there is insufficient demand among both viewers and advertisers for such a service to make it self-supporting in the foreseeable future," said Creed C. Black, chairman and publisher. TelePress was a research and development project financed by the Herald-Leader's parent company, Knight-Ridder Newspapers Inc. [presstime, Nov. 1982, p. 16].

TelePress Director David M. Reed said the service had sustained "substantial losses which nobody expected." He confirmed a report published in the Herald-Leader that $100,000 in capital expenditures were invested in the project and that the service had amassed a $250,000 operating deficit.

The service consisted of a news channel, a sports channel and a community bulletin board/classified advertising channel. Average daily viewership of all three was 11,900 households out of the approximately 48,000 households on the system, Reed said. The average viewer watched the service twice a day for seven minutes per "viewing episode."

Viewership of the news channel leveled off at about 11.7 percent of the cable households watching daily and 35 percent watching on a weekly basis, Reed reported. The sports channel had a viewing audience of 9 percent daily, 24 percent weekly; the bulletin board/classified channel, 8 percent daily, 22 percent weekly.

Although the programming was precisely scheduled and the schedule publicized, viewers were not using the schedule but were tuning in while switching channels between programs or after cable movies, Reed said. Viewers expressed a desire to control what they were seeing, a finding that Reed said "gives me some hope for videotex and teletext," both of which allow the viewer to select pages for viewing.

Although about 10 percent of cable households said they had gone shopping for a particular product or service they saw advertised on TelePress, Reed said it was hard to convince advertisers they needed to add TelePress to their advertising mix. "The educational process was much longer than we anticipated."

Some parts of the service were more successful in attracting advertisers than others. For example, there was a waiting list of stockbrokers who wanted to advertise in the four time slots around the Associated Press stock market reports. Sports scores also did "fairly well," he said.

Research findings also determined that it would be hard to attract additional viewers to TelePress. When residents of cable households were asked to agree or disagree with the statement that "printed text on TV is boring," 68 percent of those who were not TelePress viewers agreed. When confronted with the statement: "TelePress contributes very little to the cable services offered to cable subscribers," 58 percent agreed.

While TelePress became the third such newspaper/cable casualty of 1983, ANPA Director/Telecommunications Affairs Kathleen Criner believes it probably will not be the last. The dropouts will come, in part, she said, because some contracts with cable system operations will be up for renewal.

"I think there are some people who are discovering it is not as big a business as they thought when they went into it," Criner said. Newspapers that approached it defensively, with the idea that cable TV might be a strong competitor for news and advertising revenue, "are finding out that cable still has a lot to do before it will develop into a strong advertising medium," she noted.

On the other hand, she said, "there are a number of people who went into it to learn and to develop skills they might use in projects with more sophisticated technologies. Many of them kept their costs quite low and are doing just fine. Many of those people will probably continue."

Your new dish may have to be adjusted

A recent series of decisions by the Federal Communications Commission may mean some of the satellite dishes used by U.S. newspapers to receive copy from the Associated Press and United Press International will have to be repositioned.

In order to accommodate growing demand for orbital slots, the FCC has determined that the spacing between satellites should be reduced. The agency also has made adjustments to accommodate the needs of satellites that receive and transmit signals on two different frequency bands. On Aug. 12, the commission released a list of new orbital assignments.

According to AP communications counsel Michael Yourshaw, Westar III—the Western Union-owned satellite used by the two news services—is to be relocated from its current orbital "parking spot" at 91 degrees west longitude to 93.5 degrees and, ultimately, to 86 degrees. Each relocation would require corresponding adjustment by receiving dishes.

Yourshaw said the FCC has suggested the first move take place when Western Union launches Westar VI, the satellite scheduled to replace Westar III. The launch is planned for Jan. 29, 1984.

The reorienting of AP's 900 satellite receivers would be "time-consuming and costly," Yourshaw said. In some cases, when the dish is tilted—a procedure he likened to rotating a search light—the clear line-of-sight required between satellite and earth station may be blocked; this would require moving the dish itself. He added that the 86-degree position is too far east for good reception in parts of the West.

AP Communications Executive R. G. Hall said the news cooperative intends to recommend an alternative plan.

UPI spokesman William K. Adler said his company is concerned. But, he added, only 600 of the 1,300 dishes being used to receive UPI service would be affected. The remaining 700 are pointed toward another satellite, Westar IV.

Telecommunications notes

The Sept. 18 date for the commercial launch of **Viewtron**, the Knight-Ridder Newspapers Inc. telephone-based videotex service, has been scrubbed. Service startup in the three-county area of Dade, Broward and Palm Beach, Fla., now is tentatively scheduled for late October [presstime, , Aug. 1983, p. 13].

According to a Viewtron spokeswoman, the launch date was set back because parts of the communications network were not yet "fully checked out," some parts of the data base were not yet completed, and there were concerns about "possible uncertainties" caused by the Communications Workers of America telephone strike.

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Landmark Communications Inc. plans to establish its cable television division, **TeleCable,** as an independent company. TeleCable owns 20 cable systems in 15 states and is the nation's 14th largest cable system operator.

The move, announced Aug. 4, is being made to give TeleCable "more flexibility" in financing growth, said Frank Batten, chairman and chief executive officer of Norfolk, Va.-based Landmark.

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John O. Wynne, president of Landmark's Broadcast & Video Enterprise Division, said in late August that a decision would be made "in the next few weeks" whether to continue **The Weather Channel,** Landmark's 17-month-old cable TV weather network. Landmark has invested more than $32 million in the channel that has sustained losses averaging more than $850,000 a month [presstime, Nov. 1981, p. 25].

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A federal judge in Denver has dismissed a lawsuit filed by a nonprofit legal foundation challenging on First Amendment grounds the award of an exclusive cable TV franchise [presstime, March 1983, p. 21].

U.S. District Court Judge Jim R. Carrigan July 27 ruled that **Mountain States Legal Foundation** did not have standing to sue the city of Denver and franchisee Mile Hi Cablevision Inc. and its parent companies. To have standing, a party must show that it has been injured. At press time, an attorney for Mountain States said it was considering appealing the decision.

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In Nebraska, a U.S. District Court judge Aug. 5 issued a preliminary injunction barring the state's Public Service Commission from enforcing its cease and desist order against Commline, a cable TV service offered by **Cox Cable Communications** in Omaha. The PSC in April ordered Commline halted until it was certified as a common carrier [presstime, June 1983, p. 18].

On Cox's appeal, Judge Richard L. Robinson declined to rule on the merits of the case, ordered Cox to apply to the PSC for the certification, and stayed any further action in his court until the state regulatory proceeding and appeals are decided.

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ANPA and the Newspaper Advertising Bureau have mailed a nine-page questionnaire to approximately 160 daily newspapers in the United States seeking information on their cable TV operations or plans as identified in an earlier survey. The information will be used to put together a **handbook on newspaper/cable operations.** Survey results should be available at the ANPA-NAB telecommunications symposium. (See story, above.) ☐

Telecommunications issues to be explored at symposium

Speakers representing a wide range of involvement in telecommunications have been lined up for the upcoming ANPA-Newspaper Advertising Bureau telecommunications symposium "Charting Your Course."

The symposium, which will include an equipment exhibition, is scheduled for Oct. 25-27 at the Amfac Hotel at the Dallas-Fort Worth Airport [presstime, June 1983, p. 18].

Among speakers not previously announced are:

- Walter S. Baer, director of advanced technology of Times Mirror Co., who will talk about "Telecommunications Technology: Obstacles and Opportunities"
- Richard E. Wiley, of the Washington, D.C., law firm of Wiley, Johnson & Rein, who will give a legal and regulatory overview of the telecommunications industry.
- James F. Dorrance Jr., general manager of Chronotype Publishing Co., Rice Lake, Wis., who will speak on "How to Launch a Low Power TV Station"
- Joseph D. DiMarino, sales manager of VU/TEXT Information Services; Robert J. Farquhar, assistant managing editor of The Oklahoman and Times of Oklahoma City, Okla.; and Shaun Higgins, director of electronic publishing for Cowles Publishing Co., Spokane, Wash., all of whom will speak on "How to Leverage Your Newspaper Data Base"
- ANPA Assistant General Counsel Pamela J. Riley, who will discuss "How to Negotiate Contracts with Cable and Videotex Systems Operators"
- Robert M. Johnson, president and chief operating officer of Newsday, Long Island, N.Y., who will moderate a panel on "Cable TV: Problems & Possibilities." Panelists will include Robert L. Anderson, director of electronic publishing services at the Courier-Journal and Louisville (Ky.) Times Co.; Charles M. Kinsolving Jr., NAB vice president, marketing/new technology; Roland Weeks Jr., president and general manager of Gulf Publishing Co. Inc. of Biloxi, Miss.; and Timothy J. Brennan, manager of electronic information services of Sentinel Communications Co., Orlando, Fla.
- William L. Dunn, vice president and general manager of Dow Jones & Co. Inc., who will moderate a panel on "Electronic Publishing: Promise and Performance." Panelists will include Martin Nisenholtz, of the New York City advertising agency Ogilvy and Mather.

Registration is $250 per person for personnel from ANPA- and NAB-member newspapers and $350 per person for others. An optional "crash course" in telecommunications, scheduled for Oct. 24 and available only to ANPA and NAB members, will cost $50.

For details, contact Stephen E. Palmedo, ANPA manager/training services, at The Newspaper Center, Reston, Va.

Journalism educators reemphasize A-B-Cs

By Margaret Genovese
presstime staff writer

The issues uppermost in the minds of journalism educators today could be characterized as the A-B-Cs: the continuing controversies over **a**ccreditation, **b**udgets, and **c**urricula.

Those three matters were mentioned most frequently in presstime interviews of more than two dozen journalism educators during the August convention of the Association for Education in Journalism and Mass Communication in Corvallis, Ore.

Besides being asked to pinpoint the major issues confronting journalism education, the deans and professors were asked to suggest ways newspapers can help J-schools provide the kind of programs that will best suit newspapers' needs. This question elicited a more uniform response. Become acquainted with what journalism schools are doing, the educators advised, and then support them. The support, some added, need not necessarily be financial.

Accreditation. "Explosive" is the word William J. Thorn, associate professor at Marquette University's College of Journalism, used to describe the accreditation situation.

To Thorn, the powder keg is the balance of power between educators and professionals on the Accrediting Council on Education in Journalism and Mass Communications. "We need the professional input," he said, "but we, as academics, need to control and have the dominant voice in accreditation of our own programs." (ACEJMC took steps to try to defuse that issue at its last meeting, establishing a plan to give educators and professionals equal voting strength [presstime, June 1983, p. 24].)

Reese Cleghorn, dean of the College of Journalism at the University of Maryland, had another view on the accrediting controversy. He said "stress" on the so-called "75-25 rule" of the Accrediting Council is the leading issue in journalism education. That rule suggests journalism students take 25 percent of their courses in the journalism program, with the remaining 75 percent in the liberal arts and sciences.

Cleghorn said he is "strongly in favor" of keeping the ratio at 25:75, but he acknowledged there are "pressures always to add to your curriculum, pressures that lead you to establish more courses and require more courses." The way to address media professionals' "bona fide" complaint about the weak skills of some journalism school graduates is not by adding to the journalism curricula but by "stiffening standards in writing and editing," he contended.

Other educators questioned what accreditation really means and whether it is important, and they expressed skepticism that it is even considered by professionals who make hiring decisions.

Budgets. Last year, observed David C. Nelson, assistant professor at Purdue University's Department of Communication, he would have said "resources" was the most important issue in journalism education. "This year, I think it is probably still resources, but I think accreditation is probably the major political issue."

Several other educators joined Nelson in listing money matters among the major issues. Two who ranked it first—Milton Hollstein, professor of communication at the University of Utah, and R. Neal Copple, dean of School of Journalism at the University of Nebraska—said resources are being strained by high student enrollments.

Those resources include, of course, the human kind. Robert Knight, professor at the University of Missouri's School of Journalism, said, "A lot of patchwork stuff is going on," such as full-time faculty members being replaced by graduate students, classes being canceled when a professor goes on a sabbatical leave and "demoralizing" salary freezes.

"The thing that is frustrating about it is that there seems to be no relief on the horizon," Knight said.

Resources also can take the form of the tools of the journalistic trade. In the spirit of keeping up with the business, several educators said journalism schools need to be equipped with state-of-the-art technology. "The days of relying on somebody's cast-off manual typewriter are long gone," said Jay B. Wright, associate professor at Syracuse University's Samuel I. Newhouse School of Public Communication.

Curricula. Coping with rapid changes in the communication business was mentioned most often by those whose concerns could be categorized as curricula-related. (See story, p. 8.)

Students need to be given a sense of the changes taking place and an understanding that they could well be communicating in the future "differently and in different surroundings," said George T. Crutchfield, director of the School of Mass Communications at Virginia Commonwealth University.

"Everybody worries whether we are doing the job for the modern world," added Emery L. Sasser, chairman of the Department of Mass Communications at the

Educators relax on the Oregon State University campus during session break.

University of South Florida.

The perennial problem of "trying to balance the academic needs of a university program against what is viewed by the professionals in the field as professional training that prospective journalists should receive" was a curricular concern cited by Lorin R. Robinson, chairman of the Department of Journalism at the University of Wisconsin at River Falls, and others.

R. Dean Mills, newly named director of Pennsylvania State University's School of Journalism, called this the main question in journalism education—past, present and future. "I think the answer is one has to steer a very careful course between those two demands," Mills said. "I think the better schools have always done that and . . . will continue to do that."

Newspapers' role. Mills said newspapers can help J-schools turn out the quality of graduates they want by "getting passionately involved in journalism education, by giving us their ideas, not only on how to educate print journalists but how to continue the process of education throughout people's careers." They also can, he said, "be sympathetic to requests for both financial and moral support."

Some of the items on the educators' "wish lists" are funds for modern equipment, scholarships, internships and opportunities (with a "minimal stipend") for educators to spend summers at newspapers.

They also suggested that the efforts already underway to close the gap between journalism professionals and educators, such as editor- and publisher-on-campus programs, should be expanded.

Over the years, of course, educators have been accused of living in ivory towers, somewhat removed from the "real world."

But one educator turned that accusation around. "I find that publishers and editors are often more isolated from journalism education than journalism educators are from the professional field," said Mary A. Gardner, professor at Michigan State University's School of Journalism. Some newspaper people, she suggested, live in "newsprint towers."

Convention report. During the Aug. 6-10 convention, held on the campus of Oregon State University, AEJMC members adopted two substantive resolutions.

Newspapers can help J-schools produce quality graduates by "giving us their ideas, not only on how to educate print journalists, but how to continue the process of education throughout people's careers."

R. Dean Mills
Pennsylvania State University
School of Journalism

Passed without dissent, the first resolution called upon President Reagan to lift his directive requiring some federal employees with access to classified information to submit their writing for pre-publication review; to cease efforts to weaken the Freedom of Information Act; and to refrain otherwise "from restricting access to government information and interfering with the public's right to know."

The second resolution, dealing with government regulation of media content, sparked debate.

Almost identical to the policy statement adopted by the ANPA Board of Directors early this year [presstime, March 1983, p. 13], the resolution, as proposed, stated that AEJMC "reaffirms that the public interest is best served where freedom from content regulation is protected regardless of the means by which information is disseminated." It also said the educators' organization would welcome the opportunity to work with Congress to develop policy promoting freedom of expression.

John M. Kittross, professor of communications at Temple University, said the draft resolution overlooked what he called the "monopolistic" consequences of deregulation. "I, for one, would rather that an imperfect government that is somewhat subject to political pressure from its citizens be the one who keeps an eye on things than a monopolistic corporation subject to no one but itself," Kittross said.

Before it was passed by a narrow margin, the resolution was amended to state that freedom of expression should be protected from "undue government, economic or social controls."

There was some confusion about the effect of the resolution. Everette E. Dennis, dean of the School of Journalism at the University of Oregon, who spoke in support of the resolution, argued that it did not represent a "blank check." Rather, Dennis said, the resolution merely answered the question of whether AEJMC would take part in the debate over content regulations.

Dennis, who assumed the association's presidency shortly after the resolutions were adopted, told the meeting he had "no real desire to come into office on a divisive note." He said an unsuccessful effort had been made to schedule a convention session on the content regulation issue, and he promised that the topic would be debated at next summer's convention at the University of Florida in Gainesville.

Dennis is a member of the policy advisory board of the Freedom of Expression Foundation, an organization whose goal is the elimination of government regulation of the "free flow of information." (See story, p. 11.)

Trouble for the resolution was indicated at an earlier appearance at the convention by Sen. Bob Packwood (R-Ore.), founder of the Freedom of Expression Foundation. Following his remarks advocating repeal of content regulations, Packwood was told in a question-and-answer period that there was a "basic contradiction" in his argument. "On the one hand, newspapers can monopolize a town," commented Robert Picard, assistant professor at Louisiana State University's School of Journalism. "They can do whatever they want and not have to provide a response. Now you want to bring broadcasters down to that same level."

Packwood replied that he believed that "when publishers, either electronic or print, are free to say what they want, that is a step in the right direction, not a step in the wrong direction."

Picard later successfully offered the amendment to the content regulation resolution.

Packwood predicted that unless the so-called "content doctrines" are reversed "within the next decade, (they will) be applied to all forms of media including what we now call print." He said he would soon introduce legislation to eliminate the statutory basis for these content doctrines.

Doing more for minorities. Convention keynote speaker Robert C. Maynard also sounded a warning note. The editor, publisher and president of The Tribune in Oakland, Calif., said the greatest risk to the nation comes, not from any foreign power, but from the "lackadaisical attitude" toward solving "basic social problems."

Maynard quoted statistics compiled by the American Society of Newspaper Editors showing that only about 5 percent of those employed in the newsrooms of America's daily newspapers are members of minority groups.

Calling the educators the "shapers of the shapers," he told them they have an "enormous" responsibility to encourage minority students to enter journalism.

Following the convention, the AEJMC Executive Committee approved a "statement of concern" calling for the association to appoint a "special commission" to develop strategies for training journalists of all races to report on the "racially and culturally diverse" U.S. society, placing large numbers of minority students in news organizations, and increasing the number of minorities on journalism faculties. New President Dennis said he would appoint the commission.

At a convention session on recruiting and retaining minorities in the media, Sherry S. Haklik, assistant to the director of The Dow Jones Newspaper Fund, reported on a survey of participants in the Fund's Urban Journalism Workshops from the beginning of the program in 1968 to 1978. The workshops, designed to interest minority high school students in newspaper careers, are conducted on college campuses under the cosponsorship of local newspapers.

Returns from approximately 250 workshop alumni showed that a majority had entered mass communications studies, but only about 10 percent are now working for newspapers. One educator in the audience called the finding "maybe the most scary statistic I've heard" during the convention.

Because of those findings, Haklik said The Newspaper Fund launched a newsletter for workshop alumni, changed the workshop guidelines and started contacting newspaper editors to see if they would be willing to receive the resumes of former workshop participants.

Deliberations on ACEJMC. As the responses of the educators to the presstime questions might suggest, accreditation also came in for a good deal of attention at the convention. In addition to a plenary session devoted to the history and process of accreditation, the convention was the setting for a meeting of a newly named ad hoc AEJMC committee on the subject.

Chairman John D. Stevens said the committee will address the question: "Is accreditation, as an idea or concept or process a useful one, or are there alternative ways to accomplish the many goals that are included when we say 'accreditation'?"

The panel reached no conclusions at the meeting. Stevens, a professor at the University of Michigan's Department of Communication, said he would devise a series of questions from the committee's discussions and solicit written comments on them. The group's aim is to prepare recommendations for the AEJMC Executive Committee meeting next April.

In a somewhat related issue, merger was approved during the convention period between the two associations for journalism school administrators—the Association of Schools of Journalism and Mass Communication, an organization to which only the administrators of the 81 accredited journalism programs may belong, and the American Society of Journalism School Administrators, whose membership is made up of administrators of both accredited and non-accredited schools.

The reasons for the merger, according to Donald G. Hileman, president of ASJMC, were overlapping memberships and agendas.

Hileman, dean of the College of Communications at the University of Tennessee, said the "elitist" attitude held by some early administrators of accredited schools "just isn't there" anymore. Both organizations approved the merger with "very few dissenting votes," he said.

Immediately following the convention, a new executive director of the Accrediting Council on Education in Journalism and Mass Communications was named. Roger A. Gafke, associate dean of the School of Journalism at the University of Missouri, was selected to fill the part-time position which combines the duties performed by the council's former secretary-treasurer and by the former executive secretary of ACEJMC's Accrediting Committee.

Meeting in conjunction with the convention, the ANPA Foundation/AEJMC Cooperative Committee on Journalism Education approved in principle a statement regarding tenure policies. The statement urges journalism schools to consider "outstanding professional activity" as "an alternative criterion to scholarly research and publication along with teaching ability and service, in tenure and promotion decisions at those institutions that emphasize both professional practice and scholarly research."

ASNE adopted the statement at its convention in May.

Convention registration was 672, down from last year's 694. ☐

Seminar planned on using research

ANPA Foundation will sponsor "Research about Newspapers," a seminar for news-editorial personnel, Nov. 11-12 at The Newspaper Center in Reston, Va.

The seminar has two goals, according to coordinator Guido H. Stempel III, professor of journalism at Ohio University. The first, he said, is to "bring participants up to date on research about newspapers, with a heavy emphasis on research that deals with news-editorial matters"; the second is to "provide an opportunity to facilitate cooperation between newspapers and journalism schools."

Stempel said participants should come prepared to talk about a research project they want to do.

In addition to Stempel, who is also editor of Journalism Quarterly, other seminar leaders will be Lee B. Becker, professor of journalism at Ohio State University and editor of Journalism Monographs; Maxwell E. McCombs, John Ben Snow professor of newspaper research at Syracuse University, where he also functions as director of the ANPA News Research Center; and Gerald C. Stone, chairman of the Department of Journalism at Memphis State University and editor of the Newspaper Research Journal.

Registration fee is $160. For more information, contact Judith D. Hines, vice president and director/ANPA Foundation, at The Newspaper Center. ☐

Sacramento Union fined, admits circulation misstated for 3 years

The Sacramento Union admitted in August that it had violated a state consumer fraud law by overstating its circulation for at least three years.

The morning daily paid a civil fine of $25,000 and also agreed to pay the $15,000 cost of the investigation into suspected circulation improprieties conducted by the Sacramento County district attorney's office at the Union's request.

In addition, the newspaper agreed to a rebate program to compensate advertisers whose rates in the past were based on erroneous circulation. The rebates, which will cover advertisers who placed ads between April 1, 1980 and March 31, 1983, could total $2 million, newspaper officials said.

Barry Hopwood, president of the Union, said he hopes to include in the rebate program eight local advertisers who filed a class-action lawsuit against the newspaper earlier this year [presstime, June 1983, p. 23].

Hopwood said management began to suspect circulation irregularities after Richard Mellon Scaife, already half-owner of the Union, purchased the 50-percent share owned by John P. McGoff last year.

The Union published a story this past April reporting that an internal audit indicated the newspaper's stated circulation was considerably in error. The newspaper asked the district attorney's office to investigate.

In May, the Audit Bureau of Circulations conducted a special audit and lowered Union daily circulation for the 12 months ending March 31, 1982, from its previously stated 112,022 to 91,437. Audited circulation for the year ending March 31, 1983, was 84,490.

Hopwood said the Union's attorneys are exploring ABC's "legal responsibility" for audits that over the past three years failed to uncover irregularities.

ABC Senior Vice President Howard W. Kutz said the bureau had no comment on the Sacramento situation and had not changed its auditing methods as a result of the problems there.

"Our auditing procedures were and are sound," Kutz said.

According to Hopwood, the district attorney's investigation determined that all the newspapers claimed as circulation did in fact come off the presses. "They were printed on very real paper costing very real dollars," he said. The excess, unpaid copies were given to independent dealers who were told to distribute them as part of a "sampling campaign." When some dealers said they could not deliver all the newspapers on schedule, he said, unnamed newspaper officials told them to "dump them."

The newspaper has instituted more checks and balances in its distribution system to guard against such abuses, Hopwood said.

The Union's former circulation manager, Frank R. DeMarco, also was named in a complaint issued by the district attorney. That case is still outstanding.

Neither DeMarco nor McGoff, former president of Panax Corp., could be reached for comment.

Also pending, on the East Coast, is a suit filed earlier this year by The Trentonian against ABC and The Trenton (N.J.) Times. In that suit, The Trentonian alleges fraud, violation of state and federal antitrust laws, monopoly of a newspaper market and conspiracy to restrain trade.

In August, The Times filed an answer denying those allegations and charging The Trentonian with antitrust activities and fraud. ☐

Liaison committee plans meeting with ABC board

The joint ANPA-Newspaper Advertising Bureau committee to oversee liaison with the Audit Bureau of Circulations hopes to meet with ABC directors this fall. The meeting would be in conjunction with ABC's annual conference, scheduled for Nov. 8-10 in Los Angeles.

Committee Chairman Edward W. Estlow, president and chief executive officer of Scripps-Howard, plans to hold a committee meeting prior to the ABC conference to discuss agenda items. ☐

Minn. judge rules newsrack statute unconstitutional

Minneapolis has been permanently enjoined from implementing an ordinance that would require annual fees for newsracks and would place strict controls on their location.

Judge Stanley D. Kane of Hennepin County District Court ruled that the ordinance violates freedom of the press under both the U.S. Constitution and the Minnesota Constitution.

"By establishing the constitutional parameters, the case will be helpful to all cities and newspapers trying to deal with newsrack placement," said Patricia A. Hirl, associate general counsel for the Minneapolis Star and Tribune Co.

In his August decision, the judge noted that the city had found "no reports of significant personal injury or property damage caused by the placement of newsstands on public sidewalks in the City of Minneapolis." He said that any municipal need to regulate the location of newsstands could be satisfied by prohibiting them in certain locations and by asking owners to submit lists specifying any sidewalk locations.

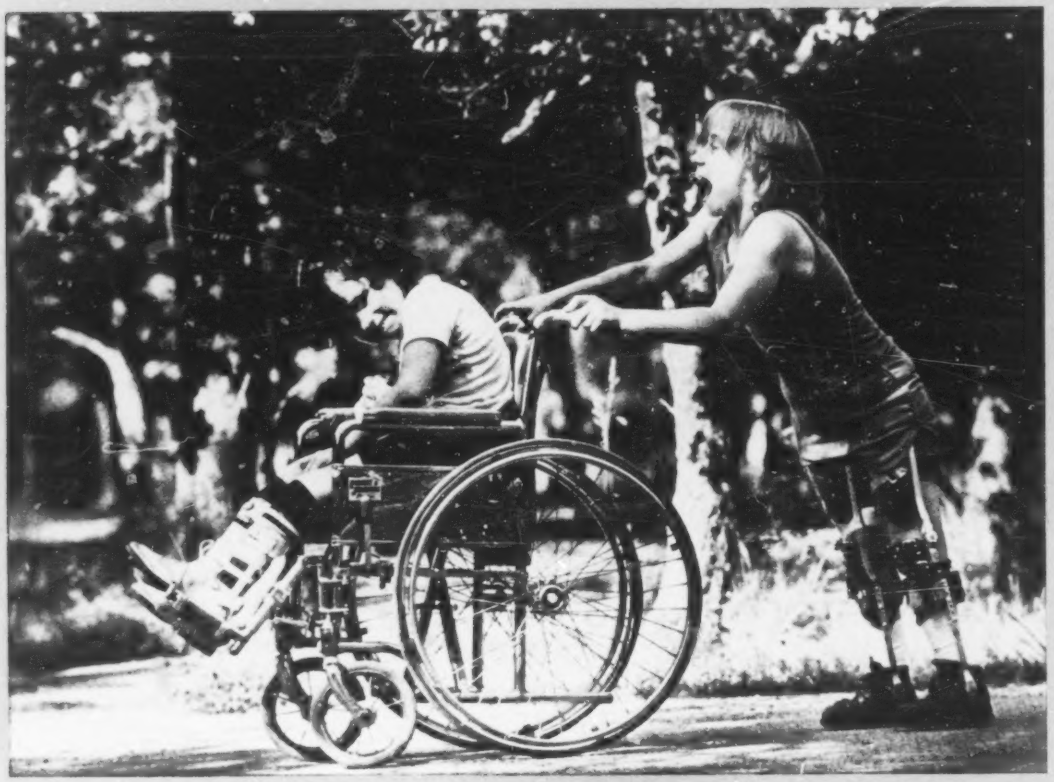
Hirl said her newspaper is distributing the decision to a number of suburban Twin Cities jurisdictions that also have attempted to regulate newsracks.

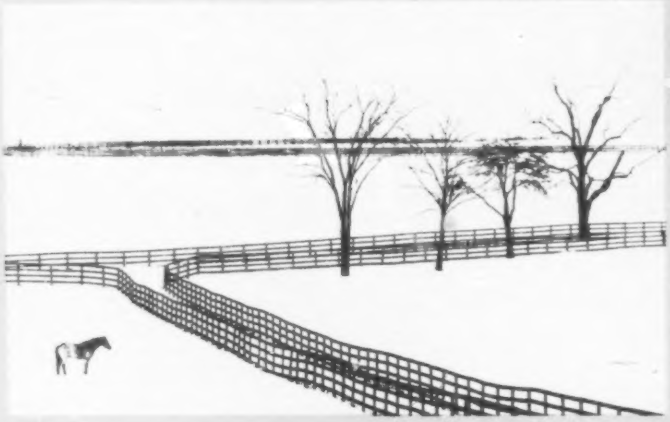
In addition, the newspaper company is considering ways to work with Minneapolis officials to resolve any perceived problems with newsracks.

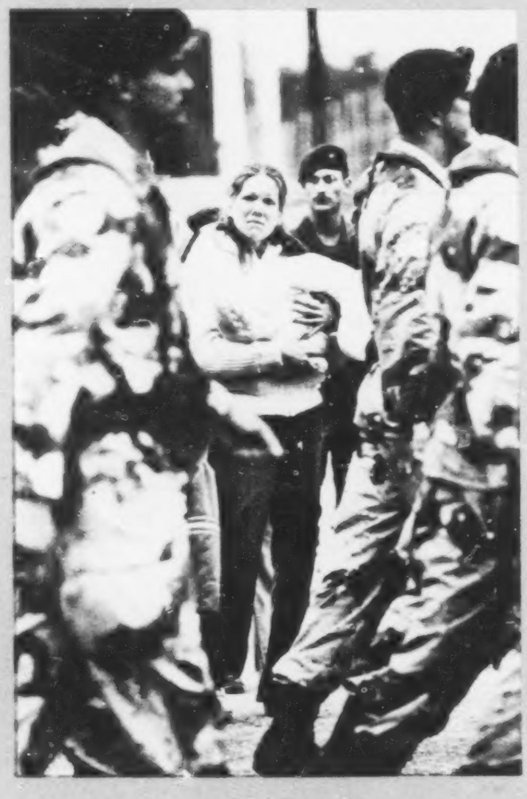
According to court documents, there are about 1,000 newsracks on the streets of Minneapolis. They belong to the Star and Tribune; USA Today; Minnesota News Services Inc., a newspaper distributor; Northwest Publications Inc., which publishes the St. Paul Pioneer Press and St. Paul Dispatch; and Minnesota Music Publishing Inc., which publishes a free-distribution publication. All were plaintiffs in the suit that was filed last March after the Minneapolis City Council approved the new ordinance [presstime, May 1983, p. 46].

Hirl said the ruling was spurring many calls from newspaper-business publications, indicating concern over recent nationwide, newsrack-control proposals. ☐

Some award-winning newspaper photography







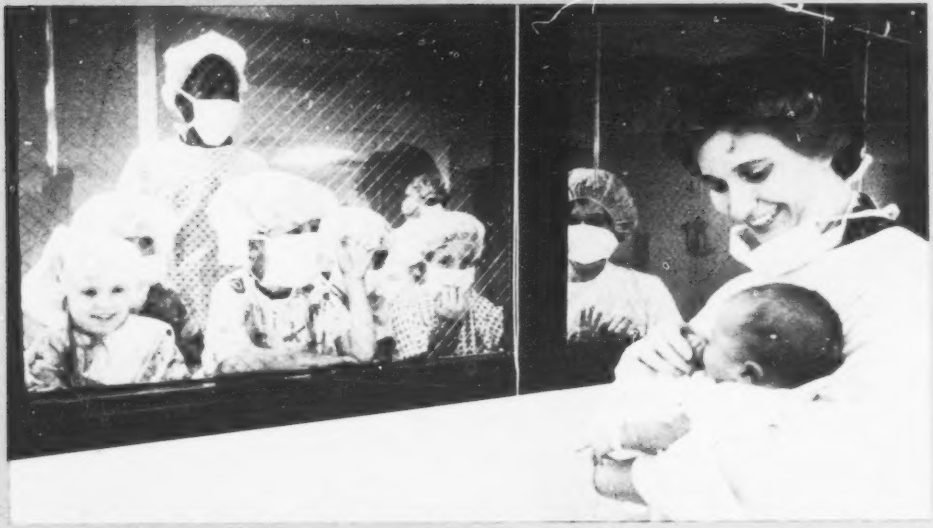
Jerry Lower's scene from **Easter Seals Camp** (top) was part of a series that appeared in The Southern Illinoisan of Carbondale and won first place/feature photography in the Illinois Press Association's Newspaper Contest.
Winter Pasture (above) took top honors in the Daily Division of the New Jersey Press Association's Photography Contest for Dennis McDonald of the Burlington County Times, Willingboro.
Tears of Farewell (right), by Seny Norasingh of The News and Observer of Raleigh, captured first place in the North Carolina Press Association's judging of photography published in newspapers of over-35,000 circulation.

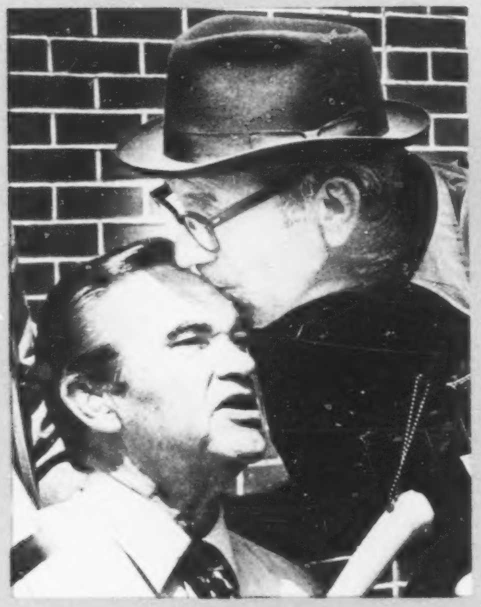
For **Tennis Concentration** (left), Fred Comegys of The Morning News in Wilmington, Del., was awarded first place/sports picture for dailies over-50,000 circulation in the Editorial Contest of the Maryland-Delaware-D.C. Press Association.

Young Audience (immediately below), by Dianne Laakso of the Jackson Daily News, was best feature photograph for dailies over-12,000 circulation in the Mississippi Press Association's Better Newspaper Contest.

The Birmingham Post-Herald's Michael McMullan had the best news photo, **Campaign Affection** (lower left), in the Daily Division of the Alabama Press Association's Better Newspaper Contest.

Whoops (lower right), by Maxie Roberts of The State in Columbia, won first place in the South Carolina Press Association's judging for sports photography among daily newspapers.





Lucy Wilson Benson

She chairs the council that chides the press

By C. David Rambo
presstime staff writer

Unfortunately, says Lucy Wilson Benson, many people see the media as omnipotent forces bullying their way through society.

"There are just loads of people and organizations who in a way have given up on the press," she says. "They're not big enough to sue. They can't get anywhere with talking to the editor."

That's why the National News Council is so important, says Benson, the relatively new chairman of the council. It offers an independent channel for hearing grievances and serves as a forum for ethical issues involving the news media.

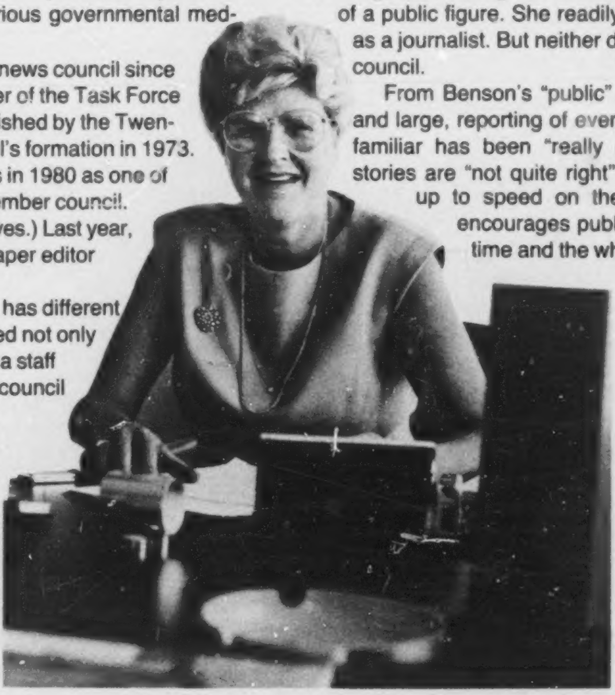
But Benson stresses that the New York City-based organization doesn't exist primarily to protect the public. "The reason we need a National News Council is for freedom of the press," she asserts. The press needs protection from possible consequences if "people's devotions to freedom of the press get less and less . . . as they get madder and madder."

Retribution already is showing up in big-money libel judgments, she notes, adding that other indicators include concerted efforts to restrict press access under the federal Freedom of Information Act. She believes more active media support of the council—and more self-examination on the part of the press in general—could head off even more serious governmental meddling.

Benson has been a proponent of the news council since before there was one. She was a member of the Task Force on a Free and Responsive Press, established by the Twentieth Century Fund, that led to the council's formation in 1973.

The council appointed her to its ranks in 1980 as one of 10 "public" representatives on the 18-member council. (The other eight are "media" representatives.) Last year, it elected her to succeed veteran newspaper editor Norman E. Isaacs as chairman.

Under a bylaws change, Benson, 56, has different responsibilities than did Isaacs. He served not only as leader of council meetings but also as a staff member who helped research and write council opinions. Following Isaacs' retirement, those duties were split into two positions. There is a chairman—Benson—who essentially leads council discussion and may be either a public or media voting member; and there is a president and chief executive officer, a voting media member who assumes daily administrative responsibility. Richard S. Salant, former president of CBS News and former vice chairman of NBC, fills that slot.



A 1949 graduate of Smith College, where she also earned a master's degree in history in 1955, Benson came to the council with a varied civic and professional background. She served former President Jimmy Carter from 1977-80 as undersecretary of state for security assistance, science and technology. She was Massachusetts secretary of human services in 1974-75 and national president of the League of Women Voters in 1968-74.

Her news council duties do not constitute a full-time occupation, although she is heading up a major fund-raising effort for the council that she says demands much extra attention. She continues to run her own business and government consulting firm, Benson & Associates Inc. of Rosslyn, Va.

According to other members, the news council is well-served by Benson. Michael E. Pulitzer, associate editor of the St. Louis Post-Dispatch, says "media people were very confident" with Norman Isaacs as chairman. "He was sort of like an old shoe." But Benson has proven to be "an aggressive woman and a strong personality. (The council) is in good hands."

Margot Huston, editorial writer of The Milwaukee Journal, commends Benson for her thoroughness and efficient organization. "It's very difficult to find people like Lucy who are willing to sacrifice the time for the news council," Huston says.

In Western Massachusetts, where Benson has maintained her home in Amherst for nearly three decades, the council chairman is known among the press as a newsmaker who aids the reporting process by being open and straightforward. "I have never had trouble getting a straight answer from Lucy Benson," says Nancy Newcombe, a reporter at the Transcript-Telegram in Holyoke, Mass., who has covered Benson in local government roles.

Because of her experience as a newsmaker, Benson has the advantage of knowing how the media work from the perspective of a public figure. She readily admits she has no credentials as a journalist. But neither do other "public" members of the council.

From Benson's "public" perspective, she finds that, by and large, reporting of events with which she is personally familiar has been "really good." But many times news stories are "not quite right" because the reporters are not up to speed on the background of a story. She encourages publishers to give reporters enough time and the wherewithal to tackle assignments properly.

Benson is married to Bruce B. Benson, a professor of physics at Amherst College. She says she has many hobbies but is particularly interested in swimming, "animals, travel, people, what's going on in the world and trying to solve problems." She also says she is fond of automobiles, although her only car is a "second-hand" Chrysler. "I'd love to have one of those new Corvettes," she admits. □

Reflecting on four years in journalism school

By Suzy McAuliffe

Every time I think of the dinner table I realize how little I learned in journalism school.

I guess it goes back to my childhood and a game my father used to play just as the family was sitting down to eat.

"So, what'd you learn in school today?" he'd ask, grinning and peering at me over his glasses.

McAuliffe works on a story.

"Nothin'," I'd reply, with little interest.

"Nothing? You mean to tell me you were at school all day and you didn't learn anything?"

"Yeah. I learned I don't want to go to school anymore."

We'd laugh, dig into our meat loaf and start talking about something that really had happened.

Today, if he asked me what four years of journalism courses had taught me, I'd probably still say, "nothin,' " and start discussing the meat loaf. A favorite professor of mine did try to teach me the difference between "affect" and "effect," but I don't think I ever learned that too well.

The point is, journalism courses alone won't help in the "real" world. Knowing the history of the Gutenberg press won't make things easier when a computer breaks down. Making an "A" in newswriting won't help develop a newswriting style. Being able to type 30 words per minute won't make understanding a video display terminal simple.

Last year 5,721 people graduated nationwide with journalism degrees in the news-editorial sequence. If any of them studied basic newswriting, copyediting and layout without leaving the lecture hall, they missed a lot. Working journalists will tell you the only way to learn, really learn, is by doing.

I remember the first time I sat down to write a story on deadline. I was a junior transfer student at Texas Christian University and had never worked in a newsroom. I felt like a freshman—scared of the editors, scared of the reporters, scared of the assignments.

The chance to prove myself came when I was assigned to cover the Rev. Jesse Jackson at a press conference in Fort Worth. What a nightmare. After the press conference, I sat in front of an empty VDT screen for at least an hour trying to think of a lead, trying to remember what this distinguished speaker had said, trying to look busy. I couldn't do it. I couldn't write. And I began to wonder exactly what I had learned in two years.

In general, it's difficult to say what's right and what's wrong with journalism schools because all schools are different. Communications theory is necessary for an overall understanding of the profession. Lectures about style and deadlines are helpful. But no matter where you go, the curricula alone won't be enough. Each student must make the courses work for him or her by coupling them with internships or student-publications work.

The combined experience of classroom and newsroom is invaluable.

Law and ethics, a class I found tedious and boring, came in handy after graduation when I was doing a story about child support. Specialized writing, an elective, has helped with articles concerning the medical field. News writing and feature writing taught me a tolerance for constructive criticism and a respect for responsibility.

The main thing educators neglect to do is teach students the business of journalism. They forget to tell them about the influence of advertisers, from whose coffers come about three-fourths of a newspaper's revenue. They forget to tell them stories must please the publisher as well as the readers. Like any business, newspapers can't exist without a profit. That was something I didn't want to believe.

I've heard a lot of the graduates where I work complain about their journalism education. After that first, second or third job, they realize they don't know much about accounting, computer programming, management, statistics. They deal with business people every day, and they can't even speak their language.

So many times I've kicked myself for not taking more than the two or three basic business courses I had. How can you interpret a published study if you don't understand percentages? Those are things most people learn only if required. Journalists should be required to learn them.

In retrospect, I'm not sure I would major in journalism if I had the chance to do it over.

A Gallup Poll sponsored in February by The Dow Jones Newspaper Fund found daily newspapers hired more college journalism graduates than any media-related field. An earlier survey by the same institution found that 86 percent of responding newspaper editors said they hired people with journalism degrees. Surely those pieces of paper mean something.

But if someone asked me what a news-editorial degree had over any other degree, I'd have to think hard before answering. ☐

McAuliffe is a feature writer for the San Angelo (Texas) Standard-Times and a contributing writer for San Angelo Magazine. She is a 1982 graduate of Texas Christian University, where she majored in journalism, was editor of the daily student newspaper, and received the Society of Professional Journalists, Sigma Delta Chi, award for the outstanding journalism graduate.

Earlier deadlines: Are they a threat to P.M.s?

By C. David Rambo
presstime staff writer

Journal and Courier

Earlier deadlines mean noontime sales for the Journal and Courier in Lafayette, Ind.

Deadlines of evening newspapers continue to be put back earlier and earlier, and many in the p.m. camp have surrendered to time pressures by switching to morning publication.

But unlike years past when newsrooms virtually without exception scrapped for every spare minute they could get before press time, today there is varying opinion on how much difference an extra hour or so really makes.

"Obviously, there is later news that we don't get in, but I'm not sure today how vital that is," says Joseph J. O'Conor, managing editor of The Blade in Toledo. "There's always going to be something breaking, no matter what time you go to press."

Anthony E. Insolia, editor and senior vice president of Newsday on Long Island, N.Y., agrees with O'Conor. "You publish a newspaper for a 24-hour cycle, right? What difference does it make" where that cycle starts and stops?

"I don't think the evening paper lives or dies on breaking news," echoes George J. Lockwood, assistant managing editor for features of The Milwaukee Journal.

However, Lockwood and some other p.m. editors are uneasy about ever-earlier deadlines. "There is an increasingly smaller window to do (developing) stories," Lockwood observes.

"Our biggest problem is that first edition," says Robert J. Fink, managing editor of The Press Democrat of Santa Rosa, Calif. "We just don't have as much day-of-publication news as we used to."

For example, because of the three-hour time difference between coasts, the Santa Rosa daily used to be able to run final New York Stock Exchange listings for the day. With earlier deadlines, it now carries mid-day prices.

A harder line on the deadline dilemma is taken by Peter C. Hearne, deputy managing editor of The Record in Hackensack, N.J. Adopting a grin-and-bear-it approach to increasingly earlier deadlines is "just kissing off too much," he says. "You just never know when something's going to happen."

Reasons for earlier p.m. deadlines are varied. But they fall into these general categories:

- Increasing traffic congestion. Lockwood of The Milwaukee Journal says heavier metropolitan traffic flow beginning in mid-afternoon forced earlier deadlines to get the Journal to homes by 5 p.m., which the paper considers the latest acceptable delivery time.
- The growth in preprint volume. The stuffing operation, whether done by hand or machine, is time-consuming.
- A change in street-sales strategy. Many p.m. dailies have begun pushing mid-morning street sales to maintain circulation. The circulation department of the St. Louis Post-Dispatch claims that "if you don't get the first edition out for the lunch crowd, it doesn't do us much good," reports Assistant Managing Editor Ronald D. Willnow. Similarly, Robert C. Kriebel, editor of the Journal and Courier of Lafayette, Ind., says earlier deadlines have made it possible to sell "several thousand copies" in downtown newsracks around lunchtime.
- Bigger papers. Insolia of Newsday attributes the need for earlier deadlines to growth. The production crew simply needs more time to put out fatter editions and larger press runs, he says.

When the newspaper's circulation was 250,000, he recalls, press time for the first edition was 7 a.m. Now, with circulation of 513,728, Newsday's first-edition press run starts at 2 a.m. for street sales that start at 7 a.m.

If there is a bright spot in the p.m. deadline picture, it is that further technological developments should mean a savings of time here and there. Particularly promising is the advent of electronic page makeup, which already is helping in some locations.

"With pagination, we are gaining some time," says Steve Pappas, managing editor of the News and Journal of Daytona Beach, Fla., which recently moved its deadlines back.

Other, future timesavers may include improved inserting equipment, flexographic printing, computer-to-plate systems and faster editorial front-end systems.

But for some evening papers, those technological breakthroughs may come too late.

"We're now to the point that our deadlines are either going to go earlier—which we (in the newsroom) are saying we can't do—or we're going to a.m.," says Fink of Santa Rosa.

He says a recent readership survey revealed that many people think "everything in your paper is old." ☐

Transportation notes

Restrictions have been lifted on the 48-hour "free-time" rule for newsprint **shipments** within the South and from the South to all areas east of the Rocky Mountains. "Free time" is the period a railroad provides a receiver to unload a boxcar before demurrage charges are assessed [presstime, June 1983, p. 33].

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A proposed 5-percent **increase on certain newsprint freight rates** has been postponed indefinitely. The rate hike for shipments from central and eastern Canada to U.S. destinations east of the Rocky Mountains did not become effective July 1 as scheduled because of a lack of concurrence by U.S. railroads [presstime, July 1983, p. 33].

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For $93 million, the Chicago and North Western Transportation Co. has **purchased 720 miles of railroad lines** and related facilities from the bankruptcy trustee of the defunct Rock Island and Pacific Railroad Co. Meanwhile, authority granted to various railroads to provide interim service over lines of the Rock Island was extended through Jan. 31, 1984 [presstime, March 1983, p. 22].

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Conrail reported net income of $97.2 million on revenues of $778.4 million for the second quarter of 1983—the highest quarterly net income since the railroad began operations in 1976. For the first six months of 1983, the railroad reported record net income of $109.9 million on revenue of $1.5 billion.

In a related development, Santa Fe Industries Inc., parent company of the Atchison, Topeka & Santa Fe Railway Co., said it may be interested in **acquiring Conrail.**

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The threat of a possible work stoppage by members of the International Longshoremen's Association against Atlantic and Gulf Coast ports has been averted, at least temporarily.

Waterfront employers and the union July 29 **renegotiated their master contract.** If ratified by the rank-and-file, the new terms will be added to the three-year master contract that is scheduled to take effect Oct. 1 [presstime, Aug. 1983, p. 34]. ☐

Equipment for sale

Compugraphic 4961 TL, with fonts and spare reader, $250; Compugraphic direct-input keyboard, $300; Varityper 1010, $200; three Compstar 191s, make offer; two Alden flat-copy scanners, $200 each. All in good working condition. Contact Jim Robertson, production manager, The Sentinel-Record, P.O. Box 580, Hot Springs National Park, Ark. 71902; (501) 623-7711.

Philips office computer (P-320) magnetic records. Applications include advertising rate calculations, accounts receivable and payable, statements, ledgers, reports, service charge, W-2 forms, etc. Good for weekly or small daily. Good working condition; purchased new in 1976 for $17,000. Best offer.

Also, Mohrdry (ME-5) rotary film dryer, spare parts included; good condition, $200.

Brown plate sink (1710), 31" x 42", new rubber mat, foot pedal; excellent condition, $350.

Contact W. Ryan Kegel, assistant publisher, Ellwood City Ledger, 835 Lawrence Ave., Ellwood City, Pa. 16117; (412) 758-5573.

Nine TI 765 remote portable terminals (six 40k/three 20k); good condition, $1,500 each or best offer. Contact Dennis Webb, The Plain Dealer, 1801 Superior, Cleveland, Ohio 44114; (216) 344-4129.

Mail room equipment: belt conveyors, all fabric belt type. Sections as follows: one 10'6"; two 10'6"; one 19'; one 15'; four passage gates, 6' 220-208/460 volts; two pneumatic diverters.

Composing room: three Harris phototronic TXT IIs (serial nos. 373, 440, 441); all have microdata computers and on-line processor/dryers; point sizes available: 8, 10, 12, 14, 18, 24, 30, 36, 42, 48, 60, 72; many spare parts.

Also, eight Fairchild Electroset model 430 perforators, some spare parts; two DEC PDP-8E computers, 32K memory, including seven RK05J-AA 1.6m 12-bit word disk drives, two PR68-D paper-tape readers, six PP67-D eight-level BRPE punches, two TU 56 dual DEC tape drives and two VT05 terminals.

TXT type disks are also available: four Futura demibold and Futura demibold obl., two Futura Book and Futura Book cond., five Futura 4B and Futura Book cond., four Futura 4B and Futura 4B bold; two Bodoni modern and Bodoni modern ital.; two Baskerville and Baskerville ital.; two Futura bold and Futura bold obl.; four Bodoni modern and Bodoni modern cond.; four Futura Book and Futura Book obl.; five Futura medium and Futura medium obl.; two Futura bold and Futura bold cond.; two Futura Book and Futura Book cond.; two 9-pt. Royal and 9-pt. Royal bold; two Bodoni Book and Bodoni Book ital.; two Century Schoolbook bold and Bodoni bold; two Futura 4B with TV characters; two Bodoni bold and Bodoni bold ital.; two Futura extrabold and Futura extrabold cond.; two Garamond and Garamond ital.

Also, one Compugraphic 7200 (high-level). All as is where is. Make offer. Contact Larry Dschaak or Clay Myers, The Tri-City Herald, P.O. Box 2608, Tri-Cities, Wash. 99302; (509) 586-2121.

Six units of Goss Headliner, Model 882, double 2:1 folder, color half deck, conveyor, all controls, balloon former, 22¾" cutoff. Equipment in storage, available immediately. Contact Dean A. Krenz, publisher, Sioux City Journal, P.O. Box 118, Sioux City, Iowa 51102; (712) 279-5068.

Equipment Wanted

The World Press Freedom Committee seeks used equipment for newspapers in developing nations.

There is urgent need to improve printing facilities of several independent Caribbean newspapers. Crating and shipping costs will be met.

Requests are from:

• New Chronicle, Dominica, West Indies—Typesetting equipment.

• The Vincentian, St. Vincent—Heidelberg (Kord 64) press, 18½" x 35½" cylinder, or similar, with spare parts and tools; NUARC platemaker or similar type, or spare parts for a Little John Rotex platemaker; transformer and spare parts for vertical camera Kemro 2K 801100; two driving belts for Fidem typesetting machine; three AKI machines with support tape reader and photo developer, or similar equipment.

• Agence Zaire-Presse—Basic set of darkroom equipment for processing and printing 35mm film.

Equipment contributions to the committee qualify as tax deductions under the Internal Revenue Code. For further information contact George Beebe, vice chairman, projects, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

Will Teamsters come a-courting?

ITU and Guild go their separate ways

By Clark Newsom
presstime labor writer

The death of a plan to merge the International Typographical Union and The Newspaper Guild will have a major effect on newspaper industry labor relations, according to specialists in the field.

The end of the six-year effort to join the two unions came in August after delegates to the ITU's convention in San Francisco voted 122-86 against a committee report recommending approval of a merger document [presstime, Aug. 1983, p. 26].

Following that action, the Guild's International Executive Board and the ITU's Executive Council canceled membership referenda scheduled for late September on the merger proposal.

"The decision of the ITU convention," said ANPA Vice President/Human Resources Roy W. Anderson, "shifts the ITU leadership base from a sharing position of merger with the Guild to joining an established union such as the Graphic Communications International Union, Teamsters or Communications Workers of America. All of these (unions) have strong and established leaders and policies that will change the degree of control and power that the ITU has protected since its inception in 1852."

Guild President Charles A. Perlik Jr. and ITU President Joe Bingel said in a joint statement after the convention there was no reason to press for a vote of the unions' members because the outcome "already can be foreseen."

Perlik told presstime that "any further negotiations would be fruitless for the near future." He said he hoped the failure to merge "will not signal a period of hostility" between the two unions.

"This is not a time for hostility," said Bingel. "While we won't be talking merger, we will be working together."

Bingel said the ITU will be talking with other "communications" unions, such as the CWA and the newly formed GCIU [presstime, July 1983, p. 49]. Regarding possible talks with the Teamsters, he said there is "nothing imminent."

Presser's appearance. Jackie Presser, the new president of the 1.8-million-member Teamsters, caused a stir at the ITU convention when he offered to make the ITU a "national division" of his union. He said that in obtaining background information for his speech, he was "stunned by the amount of unorganized newspapers" in America. "We of the Teamsters are going to represent that industry," he told the convention.

Presser's convention address, which was enthusiastically received by the 230 delegates, has been cited as a leading reason for the delegates' subsequent rejection of merger with the Guild.

But others said the reason the marriage was not consummated was the merger document itself, which, among other things, provided for a dual dues structure—one for ITU members and a lower one for Guild members.

Another factor was the 3-to-2 split in the ITU's executive council on the question. Vice President Robert S. McMichen and Secretary-Treasurer Thomas W. Kopeck opposed the merger, while Bingel and the other two vice presidents, Robert L. Wartinger and Allan J. Heritage, supported it.

"I don't think (Presser's speech) affected the failure of the merger," Bingel said. "Those that were for and against merger when they came to the convention were the same when they left."

However, the Guild's Perlik said there was "no question" that Presser's "intervention" was a factor. He said the Teamsters leader's proposal, "as vague and unspecific as it was," gave more ammunition to opponents of the merger.

Before the delegates voted on the merger, Perlik made a final plea for creation of the proposed Media Workers International Union. Commenting on Presser's speech earlier in the convention, he noted that "some of you, and the media, have commented about the Guild delegation remaining seated, stone-faced, during that appearance. I put it to you: If you had courted your high school sweetheart for six years and finally fixed the date for the wedding, would you stand up and cheer while the big guy next door invited her to split en route to the altar?"

Harry Bridges (left), retired president of the International Longshoremen's Association, greets ITU President Bingel (right) at convention while Teamsters President Presser looks on.

Bingel said he invited Presser to address the convention for the same reason he invited CWA President Glenn E. Watts last year. "A number of people said if we don't join the Guild, we'll go to the Teamsters. I thought the best thing to do was to clear the air. We've had a good relationship with the Teamsters over the years. We have a no-raiding pact with them." He noted that Watts also had been "a controversial selection" as convention speaker.

The ITU president said he also had invited GCIU President Kenneth J. Brown to address the convention. "If he had come," Bingel added, "there wouldn't have been all this hoopla over Presser."

On the possibility of the ITU's affiliatiing with the Teamsters, Bingel was noncommittal. "There are a lot of subjects that would have to be discussed," he said.

For one thing, the Teamsters union does not belong to the AFL-CIO as do the ITU, Guild and GCIU. The union was expelled from the federation 26 years ago for alleged internal corruption. Murray Seeger, the AFL-CIO's director of information, said in August there is "no immediate movement toward reaffilation."

ANPA Manager/Labor Relations Charles Cole, who had expressed doubts all along that the ITU-Guild merger would materialize, is now predicting that the ITU will affiliate with the Teamsters next year. "On balance," he said, "the pluses of joining the Teamsters exceed the reasons for affiliation with any other union. Failure to do so might well cause defection by many locals and so weaken the ITU financially that its survival as a union would be in jeopardy."

But Darrow Tully, chairman of the ANPA Labor and Personnel Relations Committee, said, "My inclination is that the ITU won't merge with the Teamsters." Tully, publisher of The Arizona Republic and The Phoenix Gazette, also noted that the action of the ITU's delegates was "not a vote against merger, but against merger with the Guild."

The Guild's Perlik also has doubts. "There is a long way to go before any merger between the ITU and Teamsters," he said, adding that his union "will look at all possible mergers, including the GCIU."

There are 87 Teamsters labor agreements with newspapers on file in the ANPA Labor and Personnel Relations Department. Fifty-nine cover drivers, 19 cover white-collar workers such as circulation district managers, and nine cover miscellaneous units including mailroom and maintenance workers.

The ITU executive council is under convention instruction to "vigorously pursue" merger with other unions. But one factor that stalls any immediate merger action is that Bingel and three other council members will be on the campaign trail this fall. Bingel is being challenged for his union's presidency by Vice President McMichen. The election for the three-year term beginning Jan. 1 will take place Nov. 16.

"You are not going to go any place until after the first of the year because you are going to be going through an election, and certainly nobody is going to talk to you until they know who the officers of the union are going to be," said Leon Olson, president of San Francisco Bay Area Typographical Union No. 21.

The only international officer running unopposed is Vice President Heritage. Vice President Wartinger is being challenged by B.J. Austin, president of the Denver local. Raymond E. Brown, former international representative and now director of the ITU's Bureau of Contracts, and William J. Boarman, president of the Washington, D.C., local, are running for the vice presidency being vacated by McMichen. Secretary-Treasurer Kopeck is being challenged by Robert E. Petersen, secretary-treasurer of the Washington, D.C., local.

Bingel, Brown, Heritage, Petersen and Wartinger are the endorsed candidates of the union's Progressive Party.

GCIU's Brown joins AFL-CIO high council

Kenneth J. Brown, president of the Graphic Communications International Union, has been elected a vice president of the AFL-CIO.

His election to the 35-member executive council marks the first time in a decade that a union leader from the printing and publishing industry has made the council.

The GCIU was created July 1, 1983, through a merger of the Graphic Arts International Union and the International Printing and Graphic Communications Union [presstime, July 1983, p. 49].

Other action. The Guild merger question and the nomination of candidates for international office dominated the Aug. 6-12 proceedings in San Francisco. Only 47 propositions were submitted for the delegates' consideration, the fewest in recent convention history; 24 were adopted, none of which affect the union's bylaws or general laws.

A proposition concerning increased organizational efforts for new members, which would be a constitutional amendment, will be voted on in a membership referendum concurrent with November's election of international officers. It provides that $400,000 be transferred from the general fund to replenish the organization fund, which had a balance of $94,387 as of May 31. It further provides that whenever the organization fund falls below $100,000, international dues will be increased by $1 a month until the fund reaches $400,000. During the convention, it was disclosed that the union lost about 2,000 members last year and that the working membership stands at 38,600.

The delegates turned down a proposition submitted by New York Typographical Union No. 6 President Bertram A. Powers that would have given the international president new authority and deleted an ITU constitutional requirement that the union's president reside in Colorado Springs, Colo., site of ITU headquarters. Powers had announced that approval of that proposition might have led to his candidacy for international president [presstime, July 1983, p. 48].

During debate on the Guild merger, Powers said the ITU should merge with the GCIU instead. "Our future is not in the newspaper industry," he said. "Our future is in the commercial field."

ANPA's Anderson told the convention that he was concerned about the skills of the union's members. "I believe it is critical to our competitiveness in the newspaper business and to our management-labor relationships," he said. "I believe that new productivity investments will not allow evolutionary time to change from one skill to another. Employees must acquire new skills in anticipation of these investments."

Improving quality and productivity "must become a way of life," he said. ☐

NLRB judge says NY Post should give Guild information

An administrative law judge has found that the New York Post violated the Taft-Hartley Act by failing to provide requested information to Local 3 of The Newspaper Guild.

Judge Harold B. Lawrence of the National Labor Relations Board said the newspaper engaged in unfair labor practices for more than a year by delaying delivery of a list of minority employees by name and job classification, along with a history of their promotions.

Furthermore, said Lawrence, the Post illegally refused to furnish information on sick leave taken by employees; on the subcontracting of work to outside firms; and on people holding independent contractor, free-lance or stringer status with the paper.

Citing NLRB precedent, the judge said a union is entitled to information that may be relevant and "reasonably necessary" for the proper performance of its duties. "The fact that the requested information may relate to employers and employees outside the represented bargaining unit does not, by itself, negate its relevance," he noted.

Lawrence said the newspaper's response that requested data can be obtained from other records does not constitute compliance with the act. "The Guild is not required to undertake a burdensome investigation to extract and distill information from a mass of records when the same data is readily at hand to the employer," he said.

The company's reliance on a 1980 court decision upholding the Baltimore Sunpapers in a similar case [presstime, Aug. 1980, p. 38] was "misplaced," Lawrence said. In the Baltimore case, he noted, the union was found to have misused information given to it by the Sunpapers.

Ruling on another point, the judge found the Post did not violate the act by refusing to give the union copies of reports that had been filed with the federal Equal Employment Opportunity Commission.

He also noted that only the aggregate amount paid to independent contractors for editorial matter must be disclosed—not the financial arrangements between the publisher and individual contributors. "The amounts paid to individual non-unit writers are required to be kept confidential out of concern for the right to privacy of those persons, who are not represented by the union," he said.

Lawrence recommended that the board order the Post to furnish the information required by law.

Sidney Orenstein, an attorney for the newspaper, said in late August a decision had not been made on whether to appeal the ruling to the board.

(The New York Post Corp., wholly owned subsidiary of News Group Publications Inc. and Newspaper Guild of New York, JD-[NY]-52-83) ☐

Deliverers found to have violated law

An independent deliverers' union violated the Taft-Hartley Act during a recent strike by Local 3 of The Newspaper Guild against the New York Amsterdam News, an NLRB administrative law judge has found.

Judge Joel P. Biblowitz found that after the Guild struck the New York City weekly Feb. 1, representatives of the Newspaper and Mail Deliverers' Union unlawfully induced employees of wholesalers not to handle the newspaper.

The deliverers' union is appealing Biblowitz's decision to the board.

The newspaper published each week of the strike, which ended July 28 when Guild members ratified a new four-year labor agreement. A tentative agreement had been reached on July 7 [presstime, Aug. 1983, p. 29].

The agreement is retroactive to April 1, 1982, and runs through March 31, 1986. Employees will get a 6-percent pay increase in both 1984 and 1985. A wage freeze will continue during the first two years of the contract, but a bonus of a week's wages will be paid this December.

(Newspaper and Mail Deliverers' Union and Amnews Corp., d/b/a New York Amsterdam News, JD-[NY]-66-83) ☐

ANPA will support newspaper in case over killed column

ANPA will file a friend-of-the-court brief on behalf of The Herald News of Passaic, N.J., in its appeal of an NLRB decision ordering it to resume publication of a staff writer's column.

Mitchell J. Stoddard

The NLRB ruled that the newspaper's decision to drop Mitchell (Mike) Stoddard's column was an unfair labor practice under the Taft-Hartley Act.

The board found that the column had been discontinued shortly after a representation election that led to the certification of a union as bargaining agent for the newspaper's editorial department employees. The board said the action was a reprisal against Stoddard for having taken an active, pro-union role [presstime, July 1983, p. 50].

The Association will argue in its *amicus curiae* brief to the U.S. Court of Appeals, District of Columbia Circuit, that the NLRB's order violates the publisher's First Amendment right to determine what to publish. ☐

NLRB election

Redwood City (Calif.) Peninsula Advisor, ITU: Production employees at the weekly newspaper voted 7-2 against representation by Bay Area Typographical Union No. 21.

(NLRB Case No. 20-RC-15525)

Recent contract settlements

Phoenix Gazette and Arizona Republic, IPGCU and Mailers: Three-year agreements covering pressroom and mailroom employees; retroactive to Oct. 1, 1982.

Pittsburgh Press, Mailers: Initial two-year agreement covering data systems department employees; retroactive to Jan. 1, 1983.

(Details in September 1983 ANPA Labor & Personnel Relations Letter.)

Arbitrator sustains discharge of reporter for poor work habits

An arbitrator has upheld the Winnipeg (Manitoba) Free Press in the discharge of a reporter for unsatisfactory work.

Wilfred R. DeGraves, the arbitrator, found the grievant was competent and did not question his ability as a reporter. He also found, however, that the reporter made "selective use" of his ability.

The arbiter noted that when the grievant was motivated by a story that interested him, he did well. "Regrettably," he continued, "if a story did not interest him, which apparently happened often, he did indifferently or poorly."

The reporter, hired March 9, 1981, and dismissed May 6, 1982, had lost the confidence of his supervisors, the arbiter found. "The pity is that he denied his employer of his obvious gifts of writing and enterprise to the extent that they were made available only when *he* called upon them."

DeGraves noted that the grievant, who was represented by the Media Union of Manitoba, had received repeated oral and written warnings, as well as disciplinary suspensions for two days and for two weeks.

The final incident that brought about the discharge was the reporter's coverage of a science symposium, which he had approached with what the arbiter termed "a less-than-enthusiastic attitude." He found the story was "at best" a mediocre report of a significant event.

The grievant had informed the city desk that the event was over at 1 p.m. But in fact the program was not completed until 3:30 p.m.

"While an employer cannot require constant and outstanding achievement and performance from a professional reporter, the employer can expect—with occasional and forgivable human lapses by the employee—a generally uniform standard of competence and dedication," the arbiter said. ☐

District managers top reporters' pay

On the average, circulation department district managers start at higher salaries than reporters, according to the ANPA Labor and Personnel Relations Department.

Analyzing 25 new labor agreements between newspapers and The Newspaper Guild, the department found that the average starting salary for reporters was $296.36. The top minimum salary after 5.7 years was $476.73.

Meanwhile, district managers averaged $354.40 as a starting salary, with an average top minimum after 5.2 years of $518.98.

Changes in U.S. newspapers' white-collar contracts were reported in the August issue of the ANPA Labor & Personnel Relations Letter.

The 25 labor agreements were received by ANPA during the six-month period Jan. 1 through June 30.

Additional arbitration awards

Chicago Newspaper Publishers Association, GCIU: Richard I. Bloch ruled that the Chicago Tribune violated the paper handlers' labor agreement by transferring the work of removing newsprint roll wrappers to pressmen.

Detroit Free Press, Guild: Richard Mittenthal upheld the company in the creation of four new job classifications in the data processing department.

Detroit News, Guild: Mittenthal reinstated with back pay a photographer who had been discharged for allegedly misrepresenting the place where a subject was photographed.

Detroit News, Guild: Alan Walt converted to an eight-month disciplinary suspension the discharge of a circulation district manager for slapping the face of a 12-year-old carrier.

Everett (Wash.) Herald, Teamsters: R.A. Sutermeister converted to a one-month disciplinary suspension the discharge of a driver for failure to carry auto liability insurance.

Massillon (Ohio) Independent, Guild: S.S. Kates found that an editorial department clerk had been laid off properly.

New York Times, Mailers: Richard Adelman converted to a five-month disciplinary suspension the discharge of a mailer for creating a disturbance at a hospital where he had been sent by a company nurse for treatment of a possible hernia.

Oakland (Calif.) Tribune, Teamsters: Harvey Letter upheld the company in a dispute over premium pay for drivers.

Philadelphia Inquirer and Daily News, Teamsters: S. Harvey Galfand sustained the discharge of a driver for failure to report an accident.

San Jose (Calif.) Mercury and News, Guild: Daniel J. Dykstra reduced from three days to one day the disciplinary suspension of a circulation service representative for being rude to a customer.

San Jose Mercury and News, Guild: William B. Gould upheld the company in a dispute over a clerk's job classification.

Seattle Times, Guild: Zane Lumbley ruled that the company did not violate the labor agreement by transferring from messengers to circulation district advisers the work of delivering newspapers to rectify carrier shortages.

South Bend (Ind.) Tribune, ITU: Fred Witney ruled that the union did not have exclusive jurisdiction over video display terminals.

Sudbury (Ontario) Star, Guild: Rory F. Egan sustained the union's grievance in a dispute over vacation pay for an employee returning from maternity leave.

Toronto Star, Guild: O.B. Shime denied the union's jurisdictional claim over work being performed by a deputy city editor.

Victoria (British Columbia) Times-Colonist, Guild: H. Allan Hope sustained the company's position that the terms and conditions of a pension plan are negotiable issues.

Waltham (Mass.) News-Tribune, Guild: John T. Conlon ruled that the newspaper did not violate the labor agreement by refusing to pay two employees for time they did not work during a strike by another union.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center, Reston, Va.)

Getting ready for SAUs

Specialists tell how to plan web-width cutdown

By Paul Kruglinski
presstime technical writer

The subject of press web-width conversions has taken on new immediacy in the newspaper business, and the cost of such endeavors varies considerably depending on the types of presses involved and the extent of the conversion needed.

If a newspaper with a single-width press wants to run narrower newsprint webs, at most it might involve the replacement of several inexpensive parts in the folder and a water stop or two in the water fountain. But for the approximately 160 newspaper plants whose double-width presses run webs wider than 56 inches, the press itself will have to be cut down to accommodate narrower webs.

Such conversions have been going on for a number of years as newspapers have sought to reduce newsprint costs by switching to narrower pages.

But the subject has taken on added importance because of the conversion next July 1 to the expanded, voluntary, Standard Advertising Unit format [presstime, July 1983, p. 16].

One of the 15 information sheets contained in the SAU booklet recently distributed by ANPA and the Newspaper Advertising Bureau addresses press and other production considerations.

Whether to convert to the new format is at the discretion of the individual newspaper, but most U.S. dailies are expected to do so. And for many of them, this will mean switching to a narrower 55- to 56-inch web.

Newspapers have several ways of adapting their presses to the new web measurement. For those with newer offset presses, a reduction of up to two inches is possible without major alterations to the press. But older presses—Hoes and Goss Mark I's—present problems because of the difficulty in getting parts, according to the Taft Contracting Co. Inc., one of the companies that performs web-width reductions.

If one is available, an in-house technical crew can do the job, perhaps with the assistance of an outside consultant. Or the press manufacturer can be called in.

Another option is to use the services of several firms that primarily install and relocate presses but also can do so-called "cutdowns." These firms, according to many newspaper executives, perform cutdowns at a considerably lower cost than that charged by press manufacturers. The list of such firms includes George R. Hall Inc., Press Machinery Corp., Press Installation Inc. (a division of Taft Equipment Sales Co.), Taft Contracting, Publishers Equipment Corp. and Masthead International Inc.

Although some pressroom supervisors may be apprehensive about conversion, the firms say converting a press to accommodate the new SAU format need not be an anxiety-provoking, production-impeding process. With good planning, a small- to medium-size newspaper can achieve the changeover with a minimum of inconvenience [presstime, Jan. 1982, p. 42].

According to the firms, converting one, two or three press lines involves about the same amount of planning, because few newspapers have "spare" press lines to back up production while the modifications are being made.

Central to proper planning, they say, is determining the best times to take the necessary steps.

The firms say that for the typical daily, Mondays and Tuesdays offer the best opportunity to do some of the preliminary conversion work because of the smaller editions printed then. Such work includes alterations to angle bars, web slitters and plate lockups.

"You've got to do the preliminary altera- Graham Hall, president of George R. Hall Inc.

However, Hall and the other installers say the major portion of the conversion—the front end of the press—should be done on weekends, after the Sunday edition is printed.

The firms agree that the folder presents the bulk of the work. Often, the folder's former must be reground, the nippers that guide the web into the former must be repositioned, pins must be relocated and other alterations must be made.

Reel room alterations could include realigning the spindles—the arms that hold the rolls—and relocating the tension straps.

Frank Macenas, an account executive with Taft Contracting, says newspapers can save themselves a substantial amount of money by altering the plate saddles themselves.

The last parts of the press to be converted, should this step be necessary, are the inking and/or dampening systems. And they are the potential trouble spots. "The big kicker is whether you have to change your ink, water and lockup systems," Hall says.

The major problem in the inking system—particularly regarding color systems—is the location of the ink adjustments. It could necessitate moving the ink keys—a major undertaking.

"The pressmen can still print," Hall says, "but they have to be careful about colors that run next to each other."

The typical cutdown can take from one to three weeks. However, some of the firms say that if the dampening and/or inking systems needed to be reworked, the process can take as much as three weeks longer.

One possible option, specialists say, is to acquire a second set of parts for the inking and/or dampening systems and to modify them for subsequent installation on the press.

Although there are many variables in the expense of cutting down a press, in general a five- or six-unit, double-width press would average about $35,000 to $40,000,

Patents granted ANPA

The U.S. Patent Office has awarded ANPA three patents for technical developments.

Patents were granted on ANPAPRESS® technology for both offset and letterpress applications.

Another patent with seven different claims was granted on ANPAINK™, a non-petroleum-based newspaper ink.

not including the inking and dampening systems, the firms say. Altering the inking and/or dampening systems can add as much as $5,000 to $35,000 to the expense, depending on the extent of the work involved.

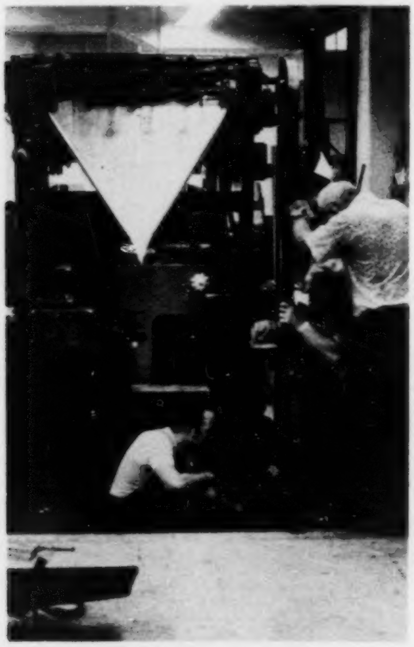
Clyde H. Alleman, vice president of Masthead, says the success of a cutdown centers on "not taking apart more than you can put back together" before the next press run.

Another tip offered by specialists is to clean the equipment prior to beginning the cutdown process.

While the presses should continue to print each day's editions throughout the conversion process, lining up a backup printing facility in case of emergencies is a wise precaution.

Although certain generalities apply to the matter of reducing web widths, experts say that the characteristics of the individual newspaper press also come into play.

"Everyone has a different problem," says Frank J. Stanczak, ANPA production engineer, "because the problems involved in cutting down web widths depend on press capacity when it was installed." □



A crew from George R. Hall Inc. installs a press in the new ANPA research facility in Reston, Va. This press was used in development of ANPAPRESS technology.

When is a manual not a manual? When it's written in gobbledygook

Have you ever read a vendor's training manual for a computer terminal and come away convinced you've just visited the "twilight zone" of language?

Consider this instruction contained in the Hastech Inc. manual for its HS40 front-end system:

"KILL FILE is the function. When these keys are pressed, all closed files in a queue directory starting with and including "NAME1-EXT" and ending with and including "NAME2-EXT" are deleted from the disks. If only one filename is specified, only that file is killed. Any open files are skipped."

It is because of such virtually indecipherable language that many newspapers have prepared manuals to supplement those provided by computer companies.

For example, in a manual for Cocoa (Fla.) Today, Assistant Managing Editor Harry McNamara wrote this about the operation described above:

"This key allows you to kill a story either open on the screen or from a nameline slug. With story open on screen or cursor on filename, press the red CONTROL key and the KILL key. . . . CAUTION!!! There is no second chance. Be certain you want to kill a story before using this function."

James J. Barrett, president of Applied Learning Corp., a consulting firm that produces training programs, says the language barrier is by no means peculiar to Hastech. In fact, Barrett "can't think of one firm that is head and shoulders above the rest" in the ability to produce a manual in understandable English.

Barrett says he once took a manual produced by Digital Equipment Corp. to eight DEC technicians and asked each what a specific instruction meant. He got a different reply from each technician.

What's the problem? Is English an elective at engineering schools? Do engineers use different dictionaries?

Barrett thinks a substantial part of the problem has to do with an engineer's ego. "In effect they are saying, 'We, the engineers, make the decisions,'" Barrett says.

Because of that attitude, he says, "most newspapers wind up writing their own manuals"—an endeavor that is not exactly a welcome chore.

"I wouldn't want to write another manual," says Cocoa's McNamara. "But it was necessary to teach someone how to use a terminal."

Stephen J. Prisament, director of editorial operations at The Press of Atlantic City, N.J., says the necessity of writing a manual exists because "reporters don't want to learn a new language." But beyond that, Prisament feels it is a good idea for a newspaper to write its own manual because "every newsroom does things differently, and the newspaper should customize its system" to meet peculiar needs.

McNamara points out, though, that poorly written manuals are more than inconvenient; they adversely affect operation of the newsroom.

For instance, he says, a newspaper that lacks a good manual might have to pull an editor or reporter away from his or her duties for a day to show a neophyte the intricacies of the VDT.

Additionally, McNamara notes, a good, understandable manual might put the user afflicted with cyberphobia—fear of computers—at ease.

For their part, the suppliers of computer terminals say they recognize the problem and are trying to make appropriate adjustments.

Diane Perkins, marketing manager with Hastech, says the source of the problem "is an effort on the part of technical writers to cover all questions." She adds that some technical writers simply are not aware of the needs of editorial personnel.

Loehr W. Clark, marketing manager with DEC, concedes there is a problem, but he says some of it is because newspaper people expect too much. "God Almighty Himself couldn't write a manual that would satisfy editorial people," he says, "but don't put the knock on the vendors that they're not doing their jobs."

While the vendors are working out the problem, newspaper people are cheering them on.

"In addition to developing all this wonderful equipment," McNamara muses, "I hope they give us a wonderful manual to show us how it works." □

How to pick the right telephone system

By Paul Kruglinski
presstime technical writer

With the divestiture of AT&T scheduled to take place in four months, the already competitive telecommunications marketplace will be inundated with even more telephone-systems options from which businesses may choose.

For newspapers, whose dependency on the telephone is as great as anybody's, the array of new equipment and services can be a blessing. But it also can be a source of consternation.

Which system would work best for us? Should we lease or buy? Should we convert to a new system now, or are future breakthroughs worth waiting for?

The problem of getting answers to these questions is compounded by the fact that few newspapers have staff members who are experts on telephone systems. And telephone systems traditionally are not thought of as priority equipment.

"More newspapers will have to pay more attention to their telephone systems than they have in the past," says Gerard J. McGrath, director/information processing at The New York Times.

The old way of doing things—leasing telephone equipment from the phone company—is fast giving way to a new order. In some cases, leasing will continue to be a viable option. But most people interviewed by presstime favor a newspaper's purchasing its own system.

For a newspaper that decides to purchase a system, choosing the appropriate equipment is "largely a financial function," says Sheldon A. Fishman, division manager of newly named AT&T Information Systems.

He says the paper must decide if the telephone system's features will increase sales or cut costs. The effective system will make it possible to "manage business better" or increase productivity or both.

At The Winchester (Va.) Star (evening, 19,937), the decision to purchase a new telephone system was strictly a "bottom-line" decision. Publisher Thomas T. Byrd interviewed several telephone equipment vendors and compared their offerings to those of the local Bell operating company. He found that the system he purchased, manufactured by NEC, should pay for itself "in a little over four years."

Robert D. Hynes, telecommunications manager of the Los Angeles Times, says short-term benefits of owning your own system include the elimination of high rental rates; long-term benefits include eliminating service charges for equipment and providing flexibility to upgrade the system.

However, some newspapers, especially smaller ones, may be better off by simply upgrading their systems or leasing newer ones.

"The technology is evolving quickly, and new products are being introduced rapidly," says Kathleen Criner, ANPA director/telecommunications affairs. "A newspaper, particularly a smaller one, may make a mistake by purchasing an expensive system which would be obsolete soon."

Choosing a system. In any event, it is clear that newspapers have very specialized departmental telephone needs. Hynes of the Los Angeles Times suggests that newspapers "pick and choose those features that fit the needs of the people who will use them."

Bruce Robin, a Los Angeles-based consultant on telephone systems, favors a department-by-department study because of the specialized operations of a newspaper.

For example, while the ability to forward calls to another number or to stage conference calls might be desirable features for the newsroom, they might be unnecessary and confusing features for circulation and classified personnel.

Robin says thinking about telephone needs might start with the newsroom, where the greatest telephone needs exist.

Newsroom personnel should have priority on trunk systems for both incoming and outgoing calls, he says.

Because the newsroom traditionally lacks the clerical personnel that other departments have, it may need a "message center operation"—automatic answering equipment to monitor incoming calls for reporters when they are away from their desks.

In addition, it might be desirable for the telephone system to have "automated dictation," through which reporters can call in their stories and the telephone system automatically records them for subsequent transcription by a dictationist.

AT&T's Fishman says a newsroom might also want the capability of handling both voice and data messages over the same lines. Robin points out that the dual capability would allow a reporter both to converse with someone and to gather information from a data base, for instance, over the same telephone line at the same time.

The Los Angeles Times currently is using that technology in its business office.

AT&T Information Systems' Dimension telephone service includes sleek, compact switchboard.

Douglas Mills, Journal Newspapers

A new telephone switch room at Army Times Publishing Co.'s Springfield, Va., plant gets an inspection visit from the company's director of communications and security, Maja Mortensen (center), and Teledynamics technicians Henry Blank (left) and Jim McKenzie.

In the classified and circulation departments, the large number of incoming calls they field each day needs to be considered in planning a new phone system. Ideally, they should have a system that distributes calls automatically. In addition, managers of both departments might want "service observing capabilities" that give them the ability to monitor conversations.

However, there are also distinctions between the telephone needs of the circulation department and those of classified. For example, most of a circulation department's calls come in during off hours and on weekends—when the switchboard is likely to be closed—while the classified department works business hours.

Robin believes the business and display advertising departments require only "general" telephone systems. However, display advertising personnel might also want a message center like that of the newsroom.

McGrath also thinks a computer-controlled "voice message system" would be desirable for display advertising salespeople. This feature allows salespeople to call in and find out from a recorded message not only who called but also what they said.

Shopping for a vendor. To find the vendor that can provide the right telephone equipment, a newspaper should also consider such factors as whether the vendor will provide maintenance and back up its product, the experts say.

J. Ben Penners, a newspaper plant designer, says it is important for newspapers to ascertain whether the vendor is near enough to service the system quickly.

ANPA's Criner feels maintenance considerations will loom even larger in the future.

"One of the results of the divestiture is that the same company that provides the telephone system is not obligated to maintain it," she says. "Hence, separate maintenance contracts will be required."

Several telecommunications experts recommend that after determining its telephone needs, a newspaper approach several vendors and ask them to bid on the system.

Telecommunications manager. The radical changes in the telephone world have prompted a number of newspapers to create management-level positions to oversee the lease or purchase and operation of telephone systems.

Hynes, who manages a communications department of seven persons at the Los Angeles Times, is one of the first of that breed. Because of the options available and the importance of telephones to the operation of newspapers, he says more newspapers "will have to devote more management to their telephone system. If they have not done so already, it would behoove (large) newspapers to hire a communications manager now."

Many telecommunications experts feel an organization that has more than 400 telephones needs a telecommunications manager; one with over 1,000 telephones needs a telecommunications department.

Criner says even smaller newspapers should have someone within the organization—financial officer, general manager, even the publisher—overseeing operation of the telephone system.

In early 1984, ANPA will hold a workshop on newspapers as users of telecommunications systems, including sessions on both telephone equipment options and system operations. ☐

DEC's withdrawal from front-end R&D sparks concern

Digital Equipment Corp.'s decision to pull out of software research and development for newspaper front-end systems has unsettled publishers whose papers have DEC systems.

According to ANPA staff experts, the company's move means it will be difficult to adapt current-generation DEC systems to future technological advances, particularly regarding electronic makeup of newspaper pages.

Arthur M. Boudreau, ANPA manager/technical training, said newspapers seeking solutions from DEC to pagination and other newspaper-related problems probably will encounter difficulty getting adequate answers, because DEC has consolidated its newspaper division with other departments.

Loehr W. Clark, marketing manager for DEC, conceded there will be communications problems in the short term because of the restructuring, "but it will eventually smooth out" once regional DEC managers become familiar with "the geography."

Peter P. Romano, ANPA director/technical services, said DEC's decision also means that newspapers desiring to upgrade DEC systems to take advantage of future technology will have to use their own technical personnel or outside software firms. Other software vendors "will jump in to fill the gap" left by DEC, Romano predicted.

Clark concurred and added that DEC "will be cooperating with third-party software vendors" in the development of packages for DEC equipment.

One of those vendors may be Composition Systems Inc., a leading manufacturer of major front-end systems using DEC hardware.

Michael Brier, director of sales for CSI, says DEC's pullout from software R&D has created "a very viable market in the future" for upgrading existing DEC systems. However, the firm has not yet formalized plans toward that end.

DEC officials said the corporate restructuring will in no way affect parts for DEC equipment.

One contract inked as labor activity picks up at mills

There have been a number of recent developments in the labor scene at North American newsprint mills.

- In Lufkin, Texas, members of the United Paperworkers International Union at St. Regis Corp.'s mill ratified a new three-year contract Aug. 11. The pact calls for wage increases of 6 percent in each of the first two years and 5 percent in the third.
- In DeRidder, La., negotiations at Boise Southern's mill were suspended temporarily after the company made its final offer Aug. 11. It includes wage increases of 6 percent in each of the first two years and of 5 percent in the third. UPIU leaders are under a mandate to issue a strike notice should negotiations break down entirely. Meetings between the company and the union were scheduled to resume Aug. 23.
- Negotiations have not started between the UPIU and Augusta Newsprint Co. in Augusta, Ga., where the union's contract expired July 27.
- On Aug. 8, negotiating agendas were exchanged between the UPIU and Kimberly-Clark Corp.'s Coosa Pines, Ala., mill, where the contract will expire Sept. 14.
- In Catawba, S.C., Bowater Co. is scheduled to exchange agendas with the UPIU on Oct. 3. The UPIU contract at Bowater's Catawba Newsprint Co. mill will expire Oct. 29.
- In Canada, talks were suspended between the Canadian Paperworkers Union and the Pulp & Paper Industrial Relations Board, bargaining agent for four British Columbia newsprint mills. A strike vote is being taken by the union. The CPU's contract expired June 30, but members agreed to continue to work under the old agreement so long as negotiations continue.
- The Pulp & Paper Workers of Canada voted in favor of supporting a strike should union leaders call for one. Some of the workers at British Columbia Forest Product Ltd.'s Crofton mill are represented by the PPWC [presstime, Aug. 1983, p. 34]. □

New global newsprint definition resolves some ANPA concerns

Some of ANPA's concerns about the definition of "newsprint" contained in an international tariff nomenclature system have been addressed in the U.S. plan for adopting the system. The plan is now before President Reagan.

However, the Association retains some worry about the system's implications for newsprint.

The system is designed to bring the tariff nomenclature of countries into international harmony. For newsprint manufacturers and users, at issue has been the definition of newsprint to be included in what is officially known as the "Harmonized Commodity Description and Coding System."

ANPA protested the newsprint definition contained in the system prior to its adoption by two divisions of the international Customs Cooperation Council this past spring [presstime, March 1983, p. 33].

The Association stated at the time that:

- The restrictive definition could lead to tariffs on some newsprint that would not be covered by the definition and that is now imported duty-free.
- Some paper currently considered newsprint and imported for use in printing Sunday magazines and advertising inserts would be excluded from the new definition because it exceeds the smoothness level established in the definition.
- The requirement that newsprint be at least 65-percent wood fiber might impede efforts to develop such non-wood fiber alternatives for newsprint as kenaf.

Eugene A. Rosengarden, director of the Office of Tariff Affairs at the U.S. International Trade Commission, said in late August that under the plan submitted to the President, all paper that meets the existing U.S. definition of newsprint would continue to be imported duty-free.

He said that after discussions with ANPA representatives, a second, duty-free category was created in the U.S. tariff schedules for "roto newsprint paper." That category, plus the "standard newsprint paper" category, "essentially covers the existing U.S. definition," he said.

With regard to ANPA concerns about the fiber-content restriction, Rosengarden said to his knowledge there is no newsprint currently being made of kenaf. If it is made in the future, he said it might fall into other, duty-free paper categories. He also said it would be possible to go back to the Customs Cooperation Council to seek a change in the definition when newsprint comes to be produced from kenaf or any other fiber.

The ANPA Newsprint/Traffic and Legal departments are studying the seven-and-a-half-inch thick document. ANPA Vice President/General Counsel W. Terry Maguire said "pending further study, we remain concerned as to whether the new definition will provide sufficient duty-free flexibility for the changing needs of newspapers."

If Reagan approves the plan, he must submit it to Congress for passage of implementing legislation. □

Newsprint notes

"Newsprint Statistics 1982" has been compiled and is now available upon request to ANPA's Newsprint/Traffic Department at The Newspaper Center, Reston, Va.

The **annual report** [presstime, July 1982, p. 52] contains data on U.S. daily newsprint consumption by state and region, newsprint supply and sources, publishers' stock, and North American newsprint mill capacity.

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Consolidated-Bathurst Inc. will **permanently shut down two of its older newsprint machines** in Quebec Sept. 15—a 40,000 metric-tons-a-year unit in Shawinigan and a 15,000 metric-tons-a-year unit in Grand Mere.

• • •

Great Lakes Forest Products Ltd. and Wilbert & Associates will study the feasibility of constructing a **159,000 metric-tons-a-year newsprint mill** on land leased from the San Carlos Apache Indian tribe near Globe, Ariz. [presstime, May 1982, p. 56]. □

Trend is still upward for U.S. consumption

Newsprint consumption by U.S. daily newspapers increased in July for the seventh straight month this year. Consumption was 8.6-percent above that of July 1982.

There were five Sundays this past July versus four last year; this would account for about 3 percent of the increase.

Consumption by all U.S. newsprint users also rose in July by 8.1 percent, marking the fourth straight monthly increase from 1982 levels for all users.

For the first seven months of this year, consumption by all U.S. users and that of U.S. daily newspapers increased by the same amount—3.4 percent.

At the end of July, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 47 days, compared to 48 days at the end of June and 61 days in July 1982. North American mill stocks at the end of July were down about 5 percent from a year earlier.

The July operating rate for Canadian mills was 80 percent. For U.S. mills, it was 82.8 percent. For seven months, the rate was 83 percent in Canada and 86.6 percent in the United States.

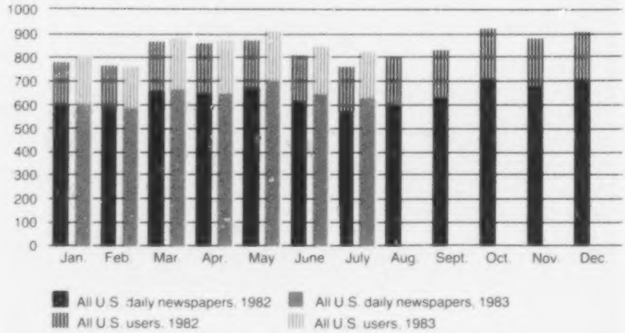
Estimated consumption of all U.S. daily newspapers[1]

Region	June 1983	June 1982	% Change
Northeast	161,825	154,029	+5.1
North Central	143,260	137,114	+4.5
South	203,490	184,844	+10.1
West	144,915	142,282	+1.9
Circulation size			
up to 25,000	53,552	55,576	-3.6
25,001-100,000	125,046	116,312	+7.5
Over 100,000	474,892	446,381	+6.4
June totals	653,490(r)	618,269	+5.7(r)
Six-month totals	3,895,283(r)	3,795,513	+2.6(r)
Region	**July 1983**	**July 1982**	**% Change**
Northeast	152,357	138,177	+10.3
North Central	134,209	127,327	+5.4
South	204,595	183,232	+11.7
West	144,908	136,911	+5.8
Circulation size			
up to 25,000	54,439	52,753	+3.2
25,001-100,000	120,360	112,399	+7.1
Over 100,000	461,270	420,495	+9.7
July totals	636,069(p)	585,647	+8.6(p)
Seven-month totals	4,531,352(p)	4,381,160	+3.4(p)

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply in transit)
May 1983	745,506	35	6
May 1982	1,012,002	53	7
June 1983	808,475(r)	41	7
June 1982	1,002,626	58	7
July 1983	821,877(p)	41(p)	6(p)
July 1982	982,364	54	7
Canadian mills			
July 1983	358,445	--	--
July 1982	402,082	--	--
U.S. mills			
July 1983	116,143	--	--
July 1982	100,823	--	--

Estimated newsprint consumption, 1982-83
(thousands of metric tons)



Estimated consumption of all U.S. users

	1983	1982	% Change
May totals	919,000(r)	879,000	+4.6(r)
June totals	857,000(r)	803,000	+6.7(r)
July totals	831,000(p)	769,000	+8.1(p)
Seven-month totals	5,940,000(p)	5,744,000	+3.4(p)

Production

	Canada	U.S.A.	North America
July 1983	698,633	377,811	1,076,444
July 1982	617,267	362,813	980,080
Increase	+81,366 +13.2	+14,998 +4.1	+96,364 +9.8
Seven months 1983	4,863,326	2,699,475	7,562,801
Seven months 1982	4,963,806	2,739,886	7,703,692
Decrease	-100,480 -2.0	-40,411 -1.5	-140,891 -1.8

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
July 1983	451,915	75,883	151,410	679,208
July 1982	397,019	66,727	150,104	613,850
Seven months 1983	3,378,083	541,896	834,697	4,754,676
Seven months 1982	3,277,280	568,614	909,716	4,755,610
Increase or decrease	+100,803 +3.1	-26,718 -4.7	-75,019 -8.2	-934 -0.02
From U.S. mills				
July 1983	365,377	—	29,677	395,054
July 1982	325,602	—	24,849	350,451
Seven months 1983	2,509,403	—	160,338	2,669,741
Seven months 1982	2,498,761	—	177,945	2,676,706
Increase or decrease	+10,642 +0.4	— —	-17,607 -9.9	-6,965 -0.3
From North American mills				
July 1983	817,292	75,883	181,087	1,074,262
July 1982	722,621	66,727	174,953	964,301
Seven months 1983	5,887,486	541,896	995,035	7,424,417
Seven months 1982	5,776,041	568,614	1,087,661	7,432,316
Increase or decrease	+111,445 +1.9	-26,718 -4.7	-92,626 -8.5	-7,899 -0.1

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised

(p) = preliminary

'Headhunters' stalk the newspaper business

By Clark Newsom
presstime staff writer

Lee J. Guittar was rising through the Knight-Ridder organization when an executive recruiter approached him on behalf of another major communications company. The contact led to Guittar's giving up his job as president and general manager of the Detroit Free Press to become publisher and chief operating officer at Times Mirror Co.'s Dallas Times Herald. Guittar is now board chairman of both the Times Herald and The Denver Post and group vice president of Times Mirror Co.

• • •

Darrow (Duke) Tully was president of the San Francisco Newspaper Agency, which performs noneditorial functions for the Chronicle and the Examiner, when he was visited by a recruiter. The Pulliam organization, which had commissioned the executive search, subsequently offered Tully the job of associate publisher and general manager at The Arizona Republic and The Phoenix Gazette. He accepted and today is the newspapers' publisher.

The practice is not universally accepted. Some people refer to the people who make a living at it in somewhat pejorative terminology—"body snatchers" or "headhunters." Their *modus operandi* can suddenly deprive an organization of one of its rising stars. And the whole notion of going outside to fill a key position runs against the "promote from within" philosophy that undergirds the American dream.

However, sometimes a situation presents itself that a company feels can best be handled by retaining the services of an executive recruitment firm.

Because of a thriving "old boy (or girl) network," it tends to happen less in newspapering than in many other types of businesses. But it happens nonetheless, especially when speed is of the essence or when a newspaper company is entering a new kind of venture.

"They save an awful lot of time," says Douglas C. Harris, vice president/personnel for Knight-Ridder Newspapers Inc. "There is definitely a place for professional search people," especially "in this new era of communications." For example, he notes that search firms have been used to fill positions in the company's videotex subsidiary Viewdata Inc.

Although the emergence of new technologies may have provided another reason to use executive recruiters, there is disagreement over whether newspapers have stepped up use of them in the 1980s.

One recruiter who says he is witnessing an increase in newspaper clients is Stephen A. Garrison of Ward Howell International Inc.

"It has gone hand-in-hand with the growth of newspaper groups," says Garrison, who operates from Dallas as managing partner, Southwest region, of the New York City-based firm. He says he is often called upon to find a person "who can manage three newspapers or a division."

Nearly all of Garrison's searches are for line positions at the senior editor, publisher or president level. "You wouldn't come to me to find a circulation director."

"Frankly," says Garrison, "we're expensive to use at lower levels. You can advertise for the lower-level jobs. The kind of people we're looking for would never think of answering an ad because they are well-regarded and well-compensated where they are. We have to convince them that our client offers more opportunity for growth than where they are."

Sydney Reynolds, who has recruited for The New York Times, says, "The newspaper business is a mature business, but it is a changing business," and newspapers can no longer "rely on the old-boy network." Reynolds in 1970 was one of the first women to start an executive search firm, Sydney Reynolds Associates Inc. of New York City.

"There is no way the average newspaper can do the job a recruiting firm can," says Phoenix publisher Tully, who is chairman of the ANPA Labor and Personnel Relations Committee.

However, many newspaper executives generally say there has not been any appreciable recent increase in the use of recruiters, with the 1980-82 recession commonly cited as a reason.

What they do. The search organizations are not job placement or career counseling firms for unemployed executives. They are just what the name implies—don't call them, they'll call you. It's a specialized branch of management consulting where professionals identify and screen

William A. Spartin of MSL International Ltd. interviews a candidate.

other professionals for clients. It is always employer-paid.

The names of most top newspaper executives are in some recruiter's file, computerized or otherwise. "These people have built a reputation, and they are eminently visible," notes Garrison.

From a variety of sources, this picture of executive recruiting emerges: It's a $1.5-billion-a-year business, one of the fastest-growing in the United States, having spurted from about 560 offices to 2,800 in a decade. Last year they placed about 80,000 executives at an average salary of $50,000. The recruiters themselves also are well-paid, averaging between $60,000 and $80,000 a year, with a few earning more than $300,000.

"They have been an instrument of personnel activity (at newspapers) for many years," notes Robert J. Danzig, vice president and general manager of The Hearst Corp.

Of the hundreds of search firms, the two best known to newspaper executives are Gordon Wahls Co. of Media, Pa., and Youngs, Walker & Co. of Rolling Meadows, Ill., a Chicago suburb.

Patrick J. Quinn Jr., vice president of Gordon Wahls, says his firm, founded in 1960, is the largest that deals with the graphic arts industry. There are 11 full-time recruiters on the staff. Quinn concentrates on newspapers. There is a research staff of four and a supporting staff of 10.

Wahls operates on both a search and contingency basis. While the firm does "a lot of work for one-owner properties, the business is spread across the board," Quinn says.

Michael A. Walker, the partner in Youngs, Walker, says that 75 percent of the firm's business is in the newspaper industry. The rest is in broadcast and related industries.

The firm is six years old and has a staff of seven. Walker says it rarely accepts an assignment where the salary is below $40,000; the absolute minimum is $35,000.

The professional recruiter tends to become "a confidant" of newspaper executives, Walker observes. As with other firms, the names of clients are not revealed. But Howard L. Hay, vice president/director of circulation for the Chicago Tribune, says he recently used the firm to fill "a key circulation spot." And Phoenix's Tully says he engaged Youngs, Walker to search for a retail advertising manager.

"Frankly, we're expensive to use at lower levels. You can advertise for the lower-level jobs. The kind of people we're looking for would never think of answering an ad. . . ."

Stephen A. Garrison
Ward Howell International Inc.

There is at least one firm that looks to the newspaper industry as a source for candidates for jobs in corporate communications and in the public relations field. Wesley Poriotis, president of New York City-based Wesley-Brown Ltd., says, "I'm looking for public affairs types from the news field. There is a heavy need for speech writers."

Size varies. Some newspaper companies like Times Mirror use the services of larger firms such as Los Angeles-based Heidrick and Struggles Inc.

James H. Kennedy, editor and publisher of Executive Recruiter News and an annual Directory of Executive Recruiters, lists the five largest by estimated 1982 U.S. billings as: Korn/Ferry International, with dual headquarters in Los Angeles and New York, $22 million; New York City-based Russell Reynolds Associates Inc., $16 million; Heidrick and Struggles, $15 million; New York City-based Spencer Stuart & Associates, $9.7 million; and New York City-based Boyden Associates Inc., $6.3 million.

Size, however, should not dictate choice of a firm, according to personnel specialists.

Charles N. Mock, senior vice president/personnel for the Providence (R.I.) Journal and Bulletin, says that while he uses such firms as Boyden and Heidrick and Struggles, he also has had a long relationship with a recruiter who is now in the Atlanta office of Lamalie Associates Inc. of New York City. "It gets to be a personal relationship with the recruiter rather than with the firm," Mock says. "It really doesn't matter where the firm is located geographically."

Knight-Ridder's Harris also uses Lamalie, but his contact is with the firm's Tampa, Fla., branch. He also does business with several New York City companies and often "interviews" firms when traveling.

Madelyn P. Jennings, senior vice president/personnel and administration of Gannett Co. Inc., says, "I think the good recruiting firms serve a very important function. The key is to have the recruiter working for you understand the 'culture' in your company. Where we find them of help is where there is a newly created position that might not require a newspaper background. For example, when looking for a key data processing executive, we chose a small recruiting firm to do the search."

Guy T. Garrett Jr., vice president/personnel for The New York Times Co., notes that while he works with large firms such as Boyden, "the smaller firms tend to work faster, and the work is more personalized." The Times recently hired a marketing director for a cable subsidiary through what he calls "a boutique firm."

Mock of Providence also says speed is one of the best things a headhunting firm can offer. "A newspaper can't spare a person for two months to do a proper search," he notes. "The search firms have in-house research people to identify candidates. Another advantage is anonymity. Once the word's out in the industry that you're looking for someone, you're inundated with resumes and calls to the publisher."

The Journal Co. has filled the positions of production director, advertising director and executive editor through a search firm. "A good, professional recruiter can screen anybody," Mock says. "The recruiters are usually people who have made their mark in the business world."

Some even come from the newspaper business. William A. Spartin, president of the Washington, D.C.-based MSL International Ltd., was formerly vice president/administration for The Washington Post. "We do a lot of work in the communications industry," he notes.

Last year Robert R. Schuldt, former vice president/human resources at the corporate level for The Washington Post Co., formed Robert R. Schuldt & Associates Ltd. in Falls Church, Va., which does "considerable work in newspaper, magazine and book publishing."

Sibyl W. Ruffalo, who is on the professional staff of Gordon Wahls, was employment manager of The Miami Herald between 1974 and 1976.

The cost. Some newspaper executives say the cost of contracting with a recruiter is not excessive, contrasting it with what it would cost to place an ad in The Wall Street Journal and the time and money that would be spent traveling to interview people or paying their expenses to travel to the home office.

About half of the recruiting firms do business on a retainer basis, the others on a contingency basis, according to Kennedy of Executive Recruiter News. On a retainer basis, a fee is paid to the recruiter whether the search is successful or not. On a contingency basis, no money is due until the person is on board.

The retainer basis is "the purest form of professional recruiting," Kennedy says.

Most firms charge between 30 and 35 percent of the first year's total compensation of the person hired, plus expenses. The fee is usually paid within three months. The search could last a year.

Some firms observe a self-imposed "off-limits" rule whereby they agree, for a certain period, not to raid a company retaining their services. This has prompted some companies, including newspapers, to do business with several different recruiting firms simultaneously. "We allow a two-year window," says Spartin of MSL. "If we place a person, we will not go into that firm to search for two years."

Women and minorities. Of late, there has been an increase in companies requesting that women and members of minority groups be included in searches.

"They (clients) are saying they want minorities considered—and they mean it," says David R. McCarthy, vice president and manager of the Philadelphia office of MSL International Ltd., a member of the human resources management consulting company known as The Hay Group.

At the same time, there has been an increase in female recruiters. "Ten years ago, a woman recruiter was a rare thing," McCarthy notes.

Ronald E. Gerevas, a partner in the Los Angeles office of Heidrick and Struggles, says that when he joined the firm six years ago, there were no female recruiters. Now, 20 percent of the recruiters are female.

"There is a genuine interest on the part of employers to bring more females into management," he says. His clients want proof that women and minorities were considered in the search. Now that more women have surfaced at the management level, there is a higher probability of finding a qualified female professional, he notes.

In the beginning, New York's Sydney Reynolds specialized in women and minorities. The staff of three professionals is still all-female. But in 1974, the firm extended its services to men. It maintains a "resource bank" of middle and senior management women and minorities who are currently in the work force.

Ward Howell's Garrison says, "I've had several searches where the client has said, 'If there is a female or member of a minority group who has a track record that shows he or she can do the job I want, then I want to see that person.'

"But it takes time to build a 20-year record of managerial performance. We, as most firms, tend to be track-record oriented." □

Changes in command

The **National Press Photographers Association,** at its annual meeting July 3 in Providence, R.I., elected the following new officers:

- *President*—J. Charles Gardner, Reading (Pa.) Times and Reading Eagle
- *Vice President*—C. Thomas Hardin, The Courier-Journal and The Louisville (Ky.) Times.

Investigative Reporters and Editors Inc., at its annual conference June 23-26 in St. Louis, elected the following new officers:

- *President*—Thomas Renner, Newsday, Long Island, N.Y.
- *Vice President*—Joe Rigert, Minneapolis Star and Tribune.

The **National Conference of Editorial Writers,** at its annual meeting June 21-24 in San Francisco, elected the following officers:

- *President*—W. Lawrie Joslin, The Calgary (Alberta) Herald
- *President-elect*—Aubrey Bowie, Greenville (S.C.) Piedmont
- *Vice President*—Van A. Cavett, The Louisville (Ky.) Times
- *Treasurer*—Karli Jo Hunt, New Brunswick (N.J.) Home News
- *Secretary*—Brian Dickinson, Providence (R.I.) Journal.

The **Association of Newspaper Classified Advertising Managers,** at its annual sales conference June 19-23 in Toronto, elected the following new officers:

- *President*—Richard E. Riggins, St. Petersburg (Fla.) Times and Evening Independent
- *President-elect*—Cliff H. Hansen, Salt Lake Tribune and Deseret News, Salt Lake City
- *Second Vice-President*—Herbert G. Barger, Houston Chronicle
- *Third Vice-President*—Lee C. Bollinger, The Press Democrat, Santa Rosa, Calif.
- *Secretary-Treasurer*—Dennis J. Grant, Chicago Tribune.

Despite cross-ownership sanctions

Canadian stations relicensed

Despite a government directive ordering it not to renew broadcast licenses of applicants owning daily newspapers in the same market area, the Canadian Radio-television and Telecommunications Commission has renewed three licenses with cross-ownership implications.

The directive was issued last year following the investigation by the Royal Commission on Newspapers [presstime, Sept. 1982, p. 49].

On Aug. 11, the commission extended the license of CHSJ-TV in Saint John, New Brunswick, until Jan. 1, 1986. CHSJ-TV is owned by New Brunswick Broadcasting Co. Ltd., which, in turn, is owned by New Brunswick Publishing Co. Ltd., publisher of The Telegraph-Journal and The Evening Times-Globe in Saint John. The companies are owned by the Irving family.

The renewal was for less than the normal five-year term and, according to a commission spokesman, was granted under a clause in the government directive giving the commission authority to waive the directive and renew a license where the public interest otherwise would be adversely affected.

The public interest issue identified by the commission was access to Canadian Broadcasting Corp. programming. The commission said the extension will give New Brunswick Broadcasting "sufficient time . . . to rearrange its affairs or for other arrangements to be made which will ensure that the people of New Brunswick are not deprived of the CBC network service."

The commission said it will hold a hearing early in 1985 to review the situation.

Six days after that action, the commission renewed the license of CFPL-AM in London, Ontario. The station is owned by London Free Press Holdings Ltd., which also owns The London Free Press. The commission said failure to grant the renewal would be "contrary to overriding public interest considerations."

On the same date, the commission also renewed the cable TV license in Belleville, Ontario, held by Cablevue Quinte Ltd. According to the commission spokesman, the cable company is 50-percent owned by Kenthom Holdings Ltd., which, in turn, is owned by the Peter John Thomson Trust. He said the trust was established for the son of Kenneth R. Thomson who indirectly controls the Canadian Newspapers Co. Ltd., publisher of The Intelligencer, Belleville's daily newspaper. The commission said it was satisfied that "effective ownership and control" of the cable licensee "does not reside with Kenthom." □

Fate of Canada newspaper act in doubt

A major shake-up of Canada's cabinet has clouded the future of legislation that would put certain restrictions on newspaper ownership and would create a national press council.

In what was regarded as an effort to improve the popularity of his government, Prime Minister Pierre Trudeau shuffled 13 of the 35 cabinet posts, including that of Multiculturalism Minister James Fleming, who had been in charge of shepherding the Daily Newspaper Act through Parliament [presstime, Aug. 1983, p. 40].

Named to replace Fleming was David Collenette. However, Trudeau has not announced whether he will give Collenette or another minister responsibility for the bill. Some observers predict the bill will be turned over to Judy Erola, the new minister of consumer and corporate affairs.

The next session of Parliament begins Sept. 12. The bill is still not on the agenda.

Meantime, the press and public are taking steps that some observers say could negate the need for a national press council. Directors of Canada's provincial press councils will hold their first national conference Oct. 6 for the purpose of strengthening ties among those voluntary organizations.

All the provinces except Saskatchewan and Manitoba have press councils, and efforts are being made in those two provinces to establish them.

John Foy, general manager of the Canadian Daily Newspaper Publishers Association, said about 90 percent of Canada's 115 dailies are members of the councils.

NATIONAL
NEWSPAPER
WEEK October 9-15, 1983

A Free Press:
Democracy's First Defense

National Newspaper Week press kits compiled by Newspaper Association Managers and the International Newspaper Promotion Association are available from the Illinois Press Association, 929 S. Second St., Springfield, Ill. 62704.

Employees buy Georgia weekly

The Covington (Ga.) News, a 6,500-circulation weekly, has been purchased by its 85 employees in a rare transaction.

Included in the deal was a 25,000-circulation, free-distribution weekly called The Multi-County Star and a commercial printing operation.

Editor D.H. "Denny" Hill said the sale was closed Aug. 3. He explained that when the company, which had been held in a trust, was offered for sale, the employees decided to purchase it through their profit-sharing plan.

Employees received stock on the basis of how much they had in the plan. A five-person board of directors was elected to run the company.

The price paid for the 109-year-old weekly was not disclosed.

Covington, 35 miles southeast of Atlanta, is the county seat of 34,489-population Newton County.

There are four dailies under employee ownership and a fifth—The Peoria (Ill.) Journal Star—may soon be purchased by its employees [presstime, August 1983, p. 36]. But the Georgia paper is believed to be the only weekly owned by its employees. □

USA Today is a precocious, unpredictable one-year-old

By Elise Burroughs
presstime staff writer

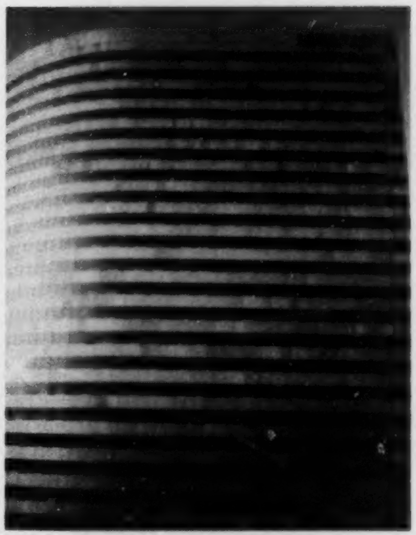
Born Sept. 15, 1982, Gannett Co. Inc.'s USA Today has grown into a 1.1-million-circulation daily available to more than half of the U.S. population in 2,000 towns and cities from Miami to Seattle.

But, like many one-year-olds, USA Today seems to be developing in ways its parents never expected. For example:

- Originally aimed at frequent newspaper readers, frequent travelers, sports participants and sports fans, the five-day-a-week national daily currently is targeting students of all ages. Four staff members are developing teacher guides for a nationwide Newspaper in Education program, Classline.
- When publication began, single-copy sales were expected to represent 85 percent of circulation. A year later, home and office delivery are available in 43 Gannett markets and in four non-Gannett markets. Such deliveries constitute 20 percent of circulation and are targeted for more growth. To get the newspaper to subscribers in outlying areas, an early, one-star edition is being published.

USA TODAY
BUY AN '83 CAR?
$1B crackdown on health care cheats
NEWSLINE
Inflation lowest in 11 years
USA teams face drug test
Dear old school days
COVER STORY
Rush to make our schools better faster

- Despite initial lack of interest in an electronic tie-in, the newspaper has joined with Mutual Broadcasting System to produce a USA Today radio feature service.
- Distinctive, blue-and-white USA Today newspaper vending machines, designed to catch the eyes of consumers, have been equally successful in attracting the attention of authorities. USA Today has been blamed by some other papers for a wave of proposals to regulate newsracks [presstime, May 1983, p. 46]. So far, one such ordinance, in Minneapolis, has been ruled unconstitutional. (See story, p. 25.) Gannett also has filed suit to block regulation of newsracks by the Metropolitan Transit Authority in New York.
- Executives of local newspapers in most areas where USA Today circulates maintain publicly it has had little effect on their sales, but some privately question the 1,109,587 circulation reported in April by the auditing firm of Price-Waterhouse. Gannett has refused to break down that circulation by markets. Many onlookers are awaiting results of the first Audit Bureau of Circulations audit, planned for later this year.
- Some observers claim that a significant percentage of the newspapers distributed are not paid for. USA Today Director of Research Paul J. Kessinger said in August he has no statistics on how the theft rate for USA Today compares to that of other newspapers.
- Statistics indicate USA Today is reaching a more affluent audience than anticipated. According to research conducted in the paper's first 15 major markets by the Simmons Market Research Bureau, USA Today readers have significantly higher household incomes and higher levels of education than the national average, with 40.7 percent holding professional/managerial jobs and another 28.7 percent having middle-management job titles. Readers are younger and also travel more and own more cars than average. USA Today customers read 3.7 issues per week for an average of 41 minutes per day, the research shows.


USA Today headquarters in Rosslyn, Va.

- Top executives have been shuffled considerably. Original Editor John J. Curley was made president of the Gannett Newspaper Division and was succeeded at USA Today by John E. Quinn, who also is Gannett's executive vice president and chief news executive. After seven months during which no one had the title of publisher, Philip T. Gialanella assumed that post in April. He left in August to resume his role as president of Gannett Pacific and was succeeded by John E. Heselden.
- While some advertisers have been enthusiastic about ads in USA Today—especially about excellent color reproduction—ad pages declined from an average of 10 per day during the first 10 weeks of publication to a 6.3-page average in July. USA Today executives point out, however, that most newspapers experience a summer advertising slump and that their paper is exceeding its goal of an average of seven advertising pages per day for 1983.

In fact, as Gannett Chairman and President Allen H. Neuharth acknowledged last spring, virtually everything about USA Today has exceeded expectations, including costs.

Heavy Investment. Although Gannett has not released data on its investment in USA Today, newspaper analyst John Morton of Lynch, Jones & Ryan recently estimated the paper had an operating loss of $41 million during the first half of 1983.

Morton said the operating loss for the year could total $70 million or more, especially if advertising does not surge.

Vice President/Advertising Joseph P.R. Welty said in August that advertising looks strong for the rest of this year, though he declined to give any specific figures on contracts or linage expectations. He added that aside from special campaigns planned for the Los Angeles Olympics and national political conventions, advertisers have not yet begun signing contracts for 1984.

However, Welty said he expects most of the more than 500 advertisers who used the newspaper this year to continue doing so. Aside from those originally targeted, the newspaper has encountered unexpected interest from recruitment advertisers and from a variety of financial and investment firms. Ads that include coupons or order forms also are eliciting response rates greater than expected, he said.

Although the newspaper will offer discounts and other incentives, it does not plan to continue the "Partnership Plans" that initially offered a good deal of free advertising to charter advertisers.

Reactions. If imitation is the sincerest form of flattery, then U.S. newspapers are paying high compliments to USA Today. In the past year, color weather maps, bigger graphics and expanded sports sections have been sprouting all around the country. Although some editorial critics were quick to snipe at what some called "McPaper," others have said USA Today is speeding newspapers' developments in color and design.

From the very birth of the project, Gannett's Neuharth has maintained that USA Today would be a "second buy" for readers of other papers. However, there is some skepticism in the industry as to whether "The Nation's Newspaper, via Satellite" is in fact not cutting into readership of local papers.

Another concern is being expressed about Classline, Gannett's new Newspaper in Education Project for USA Today.

Peg Carey, educational services manager for The Trenton (N.J.) Times, fears that Classline could pose a threat to local NIE programs.

Gannett officials contend such fears are unwarranted. Local NIE programs will continue to use local papers for local news, they say, while Classline will be devoted to national and international studies in the nation's schools.

John E. Quinn

Vincent Spezzano

Opinions also differ on how USA Today has affected the staffs of Gannett's other 86 newspapers. USA Today now employs 900 people at its headquarters in the Washington, D.C., suburb of Rosslyn, Va., and elsewhere around the country.

Many were reassigned, initially on a temporary basis, from other Gannett newspapers.

The Newspaper Guild has urged its locals to participate in a boycott of USA Today, citing understaffing at other Gannett papers because of the reassignments and its nonunion status.

Gannett officials have denied that the quality of its other newspapers has suffered because of USA Today.

A Gannett spokesman also said that while the newspaper does not have exact statistics, the "vast majority" of those temporarily recruited elected to stay with USA Today. For those who leave, new temporary assignees continue to arrive.

Although the newspaper plans no major changes in the near future, there will be some tinkering. The USA Today jingle that reverberated in market after market during the past year will be somewhat muted in the future. USA Today President Vincent Spezzano said, too, that circulation efforts have switched from heavy promotion blitzes to sales.

And in contrast to the lavish celebrations that inaugurated USA Today last Sept. 15, the newspaper plans a staff party and possibly some parties for advertisers to celebrate the first anniversary of publication. ☐

Chamber group sets hearings on media

The National Commission on a Free and Responsible Media, established by the U.S. Chamber of Commerce affiliate Citizen's Choice, has issued a schedule for hearings it will hold on the media and their impact on society.

The schedule, which differs from an earlier, tentative agenda, is as follows:

- Chicago, Sept. 27, on the topic, "The Media, Business and the Economy
- New York, Nov. 3, "The Media as a Business"
- Washington, D.C., Dec. 8, "The Media and International Affairs"
- Los Angeles, Jan. 19, "The Media, the Individual and the Family"
- Atlanta, Feb. 28, "The Media and the New Technology"
- Boston, April 5, "The Media and Interest Groups"
- Washington, D.C., May 10, "The Media, Government and the American Democratic Process."

Specific locations within each city had not been decided by press time.

The commission is made up of 31 business leaders, professors, government officials, association executives, attorneys and journalists [presstime, July 1983, p. 46].

For more information, contact Keith S. Collins, executive director, Citizen's Choice, 1615 H St. NW, Washington, D.C. 20062; (202) 463-5452. ☐

Help with grammatical problems just phone call away

Is it *I* or is it *me*? When is *which* more appropriate than *that*? Is *whom* the object of confusion?

These and other grammatical queries can be answered by a free service called "REWRITE," sponsored by the English Department at York College, Jamaica, N.Y.

By dialing (212) REW-RITE (739-7483), a person stumped by a grammatical problem may seek help from a faculty member.

Associate Professor Charles Shapiro said business usually is brisk, with up to 30-40 calls an hour. "REWRITE" is used by the media, students, business people and others from all over the United States, he added.

The year-old service is open from 1 p.m. to 4 p.m. Monday through Friday. ☐

Conversion to p.m. contrasts shifts to morning cycle

Two evening dailies in Oregon will switch to morning publication; morning and evening dailies in Macon, Georgia, will combine to a morning-only; and a small Michigan daily is bucking the a.m. trend.

The Oregon dailies will be the eighth and ninth evening papers to convert to an a.m. cycle this year [presstime, May 1983, p. 63], including The Huntsville (Texas) Item. (See story at right.)

Edwin M. Baker, publisher of the Eugene Register-Guard (circulation 65,711), said the paper will go to mornings-only on Sept. 12. The Corvallis Gazette-Times (14,459) will convert to mornings on Oct. 1 and add a Sunday edition the following day, said Publisher Thomas S. Jenks.

Eugene and Corvallis are located 40 miles apart and are the homes of the University of Oregon and Oregon State University, respectively.

Across the country, The Macon News (evening, 16,952) will be combined with the morning Telegraph (54,040) on Sept. 6. The resultant Macon Telegraph and News will be published mornings only. The newspapers, owned by Knight-Ridder Newspapers Inc., already publish joint editions on Saturdays, Sundays and holidays.

The merger of the Macon dailies will be the sixth such consolidation this year [presstime, June 1983, p. 48].

But bucking the trend toward morning papers is The Daily Star of Niles, Mich.

The newspaper, which switched from p.m. to a.m. June 1, 1980, reverted to afternoon publication July 5. Publisher Danny G. Dean said in late August that circulation, which dropped after the 1980 change, was back up to about 5,500. ☐

Libel awards swelling

The Libel Defense Resource Center reported a "dramatic new upsurge" in libel and privacy awards exceeding $1 million. Since last March, it has counted seven judgments of more than $1 million, compared to nine in 1980-82.

However, LDRC said the media's success in overturning or reducing big-money awards "continues to be excellent." ☐

Small city gets second daily...

Gary W. Randazzo

The first issue of the Huntsville (Texas) Morning News was published Aug. 1, making Huntsville, a city of 23,936, the second smallest in the United States with competing daily newspapers.

The seven-days-a-week Morning News faces The Huntsville Item, a Harte-Hanks daily that converted to morning publication and added a Saturday edition (making it seven days a week) in July. Item Publisher Fritz W. Wirt said those changes had been contemplated for some time and had nothing to do with the advent of the Morning News.

The publisher of the new daily, Gary W. Randazzo, was publisher of the Item for two years. He said that in April, when he announced he was leaving the Item to return to his native Corpus Christi, several business people and investors approached him about starting a locally owned daily. "We drew up a strategy plan and within three days had enough investors," Randazzo said.

He began working on the project in May and by Aug. 1 had purchased presses, a front-end system and an 11,000-square-foot building. Start-up expenses totaled $2 million, Randazzo reported.

The Morning News has a staff of 35, including 10 editorial employees. The newspaper's press run of 10,000 is delivered free to every household in Walker County, and copies are sold at newsstands for 25 cents weekdays and 75 cents Sundays. Randazzo said that the newspaper will convert gradually to paid subscriptions. By late August, about 2,000 readers had signed up for paid home delivery.

During its first month, the newspaper's content was about 50:50 advertising:editorial, Randazzo said, a ratio he would like to raise to 60:40.

Item publisher Wirt said the Morning News had not affected his paper's advertising or circulation, which he said is about 6,300 daily and 7,300 Sunday.

The smallest U.S. city with competing dailies is Cookeville, Tenn,, population 20,350 [presstime, May 1981, p. 51]. ☐

Morning News open for business

Huntsville Morning News

25¢

Hospital getting $750,000 scanner

Huntsville construction booms; $6 million in projects in works

$2 million bond election slated August 13 on geriatric center

...but in Kamloops, competition ebbs

Kamloops, British Columbia, is about to become a one-daily-newspaper town once again.

On Sept. 4, The Sentinel of Kamloops, owned by Thomson Newspapers Ltd., will convert from its current status as a paid daily to a thrice-weekly, free newspaper, according to Publisher Clarence J.W. Wiseman.

Two paid dailies have been published in Kamloops since August 1982, when a free nondaily, the Southam Inc.-owned Kamloops News, became a five-days-a-week paid newspaper [presstime, Oct. 1982, p. 63].

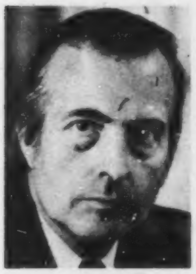
Wiseman said Kamloops, a city of 70,000, could not sustain two daily newspapers.

Kamloops was the last Canadian town where the two large newspaper companies, Southam and Thomson, were in direct, daily competition. ☐

As sales rise, new execs arrive, UPI predicts profits for 1984

United Press International says it expects to post a $3.4-million profit for 1984, a financial performance that would end a nearly two-decades-long period of annual losses.

Although as recently as July UPI lost a half million dollars, UPI spokesman William K. Adler said UPI "conservatively" estimates that monthly losses will be halted by the end of the first quarter or beginning of the second quarter of 1984. But he also said UPI has a more optimistic estimate that, because of possible new revenue-producing projects, the service will hit a monthly break-even point by the end of this year, as earlier predicted [presstime, May 1983, p. 15].


Maxwell McCrohon

Luis G. Nogales

The July deficit was half that of a year earlier, UPI officials noted.

Adler said major reasons for the improvement are savings arising from the transmission of news by satellite and from increased sales.

Acquired in June 1982 by Media News Corp., UPI is saving more than $300,000 per month as a result of satellite delivery, he said, and the figure grows as the number of subscriber dishes increases. The wire service by the end of August was transmitting to about 1,500 receiving dishes, with another 300 scheduled for installation by the middle of this month.

Sales figures "in the last two quarters are by far the best in UPI's history," according to another UPI spokesman, David Wickenden. UPI signed up $11 million in new business in the second quarter of this year—$5.9 million with broadcast entities; $3.7 million, newspapers; and $1.4 million, non-media.

The first quarter saw nearly $8 million in new business.

In other developments, UPI recently made several top-management appointments, including Maxwell McCrohon, who on Aug. 15 became editor in chief. He succeeded H L. Stevenson, named executive vice president/editorial June 28.

McCrohon, 55, formerly vice president/news of the Tribune Co. in Chicago, assumed direct responsibility for the UPI editorial product.

The new editor said in late August he was still examining the news operation and could not yet name specific changes he might make. But he said he plans to build upon recent improvements in regional coverage, in the bureau system and in special "packages" of information offered to subscribers.

Luis G. Nogales, former vice president of Los Angeles-based Fleishman-Hillard Inc., a communications and public relations firm, was named executive vice president for administration. Nogales serves on several corporate boards and previously was on the board of Golden West Broadcasters.

Ronald E. Cohen, UPI Washington news editor since 1973, was named Washington bureau chief, succeeding Grant Dillman, who retired after more than 40 years with the wire service.

In other UPI developments:

- Plans have been completed to move UPI's major news and administrative functions from New York City to Washington, D.C., the end of this month or in early October.
- Edicon, UPI's annual meeting for subscribers, was canceled for this year. Wickenden said officials "weren't prepared to go forward with it" because "there was too much (in the way of other chores) on the plate."
- The UPI European Advisory Board expressed confidence in "UPI's ability to cope with the fast changing needs of its worldwide clientele." UPI President William J. Small told the advisory board that "UPI does not want to diminish its role as an all-purpose news organization. . . . We have no intention of being an all-U.S. service or an all-broadcast service." ☐

Papers preferred for local news, new survey shows

While 60 percent of Americans rely primarily on television for national and international news, newspapers are the preferred source of local news for half the population.

Those findings emerged from a public opinion survey conducted recently for The Merit Report, sponsored by Philip Morris Inc., manufacturer of Merit cigarettes.

While more respondents overall said they prefer newspapers over other media for local news, television was said to be the major source of local news for residents of large cities. Southerners and those with annual incomes of less than $15,000 listed television and newspapers equally as prime sources of local news.

When asked which medium provides the most accurate and unbiased news, 39 percent said television, 26 percent said newspapers, 14 percent said radio, 11 said magazines and 10 percent had no opinion.

Respondents also were asked to choose which medium they would prefer for news if they could have only one. In response, 44 percent chose television, 36 percent newspapers, 14 percent radio and 5 percent magazines. One percent had no opinion.

A representative sample of 1,207 U.S. adults 18 years and older were interviewed in the May 10-15 telephone survey by Audits and Survey Inc. for The Merit Report. Audits and Survey, an independent research firm, said accuracy is within plus or minus three percentage points. ☐

Recent acquisitions

Donrey Media Group, Fort Smith, Ark., has acquired The Daily Herald, Columbia, Tenn., circulation 12,604, and the Alamogordo (N.M.) Daily News, circulation 9,083.

Specht Newspapers Inc., Minden, La., has acquired the Minden Press-Herald, daily circulation 4,087.

Smith Newspapers Inc., Fort Payne, Ala., has acquired the Iowegian & Citizen, Centerville, Iowa, daily circulation 4,499. ☐

Planning underway for labor conference

ANPA labor and personnel specialists from newspapers and from the Association's staff are putting together the program for the Jan. 9-11 Labor and Personnel Relations Conference in Phoenix, Ariz.

Among the subjects to be discussed are cost containment of benefits, health and safety, labor negotiations, union mergers and organizing strategies, sexual harassment in the work place, age discrimination, unemployment compensation trends, employee-assistance programs, Japanese management techniques, recruitment and development of minority-group employees, and multi-employer pension plans.

"These complex issues that form the base for future relationships with our employees require in-depth understanding by top management for various ranges of planning and decision-making," said ANPA Vice President/Human Resources Roy W. Anderson.

For further information contact Anderson at The Newspaper Center, Reston, Va. □

Planning the labor program are (from left) George F. Marshall Jr., Guy Gannett Publishing Co., Portland, Maine; Madelyn P. Jennings, Gannett Co. Inc.; Patricia P. Renfroe and Virginia Tadie, ANPA; Keith Fuller, McClatchy Newspapers Inc.; Charles Cole, ANPA; and Darrow (Duke) Tully, The Arizona Republic and The Phoenix Gazette.

Edwin L. Heminger (left), chairman of the ANPA Membership Committee and publisher of The Courier in Findlay, Ohio, confers at Association headquarters with new Director/Membership Development Mark Daly [presstime, July 1983, p. 61].

Electronic pioneers

I was intrigued by your "short history" of the VDT on page 32 of the August presstime.

The first editorial front-end system in newspapers may indeed have been in Daytona Beach. And it may indeed have seemed "blue sky" to newspaper editors then to think of reporters writing stories on terminals.

But I'll bet my friends Blanton Kimball and Dave Bowen of the AP did not consider such things "blue sky" and were, in fact, thinking of the day when reporters would be writing on terminals only.

I'd venture to say a good case could be made for Kimball as one of the fathers of newspaper front-end systems. I recall hearing him talk about such things as early as 1969, and I believe he had a Hendrix prototype in 1968 or 1969. . . .

Bob Haring
Executive editor
Tulsa (Okla.) World

People planning

The article in your June issue about building a new plant was very interesting, especially since I have watched the Chicago Tribune build its new plant from the beginning.

However, you left a large hole in your report. No matter how modern, efficient or sensible the plans of management and consultants are, the employees who will one day move into the plant can make or break its success. Planning must also consider their needs.

At the Chicago Tribune Company, we began planning the human side of the move at the same time ground was being broken. We surveyed employee concerns and suggestions and used this information in our plans; for example, shower rooms were better lighted, lockers were expanded, a full-service cafeteria was made a priority, the local bus line services were enhanced. By building into the plant the human services that affect employees' day-to-day quality of work life, we increased the likelihood that they would accept moving to a new work location and learn how to operate new equipment as well as they did the old. . . .

Angela D. Sinickas
Internal communications manager
Chicago Tribune

speeches

James R. Whelan

Richard M. Schmidt Jr.

Norman Manasa

William G. McGowan

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

- **Access to Information.** ANPA Chairman and President William C. Marcil, president and publisher, The Forum, Fargo, N.D. National Press Photographers Association annual meeting, Providence, R.I., July 3.
- **A Change of Seasons and Reasons.** Allen H. Neuharth, chairman and president, Gannett Co. Inc. Ida B. Wells Award presentation ceremony, San Francisco, June 17.
- **The Washington Times: A Media Triumph, A Media Disgrace.** James R. Whelan, editor and publisher, The Washington Times. National Press Club, Washington, D.C., May 17.
- **Doing It Right in the Information Economy.** Roy W. Anderson, ANPA vice president/human resources. International Typographical Union annual convention, San Francisco, Aug. 9.
- **Proposals to Amend the Freedom of Information Act.** Richard M. Schmidt Jr., Cohn & Marks law firm, Washington, D.C. (representing ANPA and ASNE). American Bar Association hearings, Atlanta, July 29.
- **The Information-less Age.** Bruce W. Sanford, Baker & Hostetler law firm, Washington, D.C. Special Libraries Association annual conference, New Orleans, June 7.
- **Was a Life in Journalism and Journalism Education Totally Misspent?** Gordon A. Sabine, professor emeritus, Virginia Polytechnic Institute and State University, Blacksburg, Va. University of Oregon School of Journalism anniversary celebration, Eugene, June 30.
- **Attacking Illiteracy.** Norman Manasa, director, The Washington Education Project. Los Angeles Times luncheon, June 9.
- **The Ads You Save May Be Your Own.** Howard Bell, president, and Dan Jaffe, senior vice president/government relations, American Advertising Federation. AAF convention, Washington, D.C., June 13.
- **The Flowering of the Information Economy.** William G. McGowan, chairman of the board, MCI Communications Corp., Washington, D.C. Commonwealth Club, San Jose, Calif., May 5. (Or see July 15 *Vital Speeches of the Day,* Box 606, Southold, N.Y. 11971.)

ANPA calendar

September

ANPA Executive Committee meeting
The Washington Post Co., Washington, D.C., Sept. 7

ANPA Readership and Marketing Committee meeting
Vista Hotel, Washington, D.C., Sept. 12

ANPA Convention Arrangements Committee meeting
The Waldorf-Astoria, New York City, Sept. 12

ANPA Management Development Workshop
Bellevue Stratford Hotel, Philadelphia, Sept. 12-16

ANPA technical committees' meetings
The Newspaper Center, Reston, Va., Sept. 13-15

ANPA Board of Directors meeting
Bonaventure Hotel, Montreal, Sept. 21-22

ANPA Training Committee meeting
Southam Inc., Toronto, Sept. 23

ANPA Foundation Newspaper in Education Committee meeting
The Newspaper Center, Reston, Va., Sept. 26-27

ANPA Labor and Personnel Relations Committee meeting
Capital Hilton Hotel, Washington, D.C., Sept. 27

ANPA Government Affairs Committee meeting
Capital Hilton Hotel, Washington, D.C., Sept. 27-28

October

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Hotel Washington, Washington, D.C., Oct. 3-5

ANPA Telecommunications Committee meeting
Hyatt Regency Washington, Washington, D.C., Oct. 4-6

ANPA Foundation NIE Instructor Training Seminar
Airlie House, Airlie, Va., Oct. 5-8

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Four Seasons Hotel, Vancouver, British Columbia, Oct. 6-7

ANPA Postal Committee meeting
Sheraton-Carlton Hotel, Washington, D.C., Oct. 19-20

ANPA/International Newspaper Promotion Association Promotion Managers Workshop
Holiday Inn Lakeshore, Chicago, Oct. 24-26

ANPA/Newspaper Advertising Bureau Telecommunications Symposium
Amfac Hotel, Dallas/Fort Worth Airport, Oct. 25-27

November

ANPA Foundation Executive Committee meeting
ANPA Washington, D.C., office, Nov. 2

ANPA Newsprint Committee/Canadian Pulp and Paper Association Newsprint Section meeting
Pulp and Paper Research Institute of Canada, Pointe Claire, Quebec, Nov. 3-4

ANPA Press/Bar Relations Committee meeting
Gannett Co. Inc., New York City, Nov. 10

ANPA/American Bar Association Task Force meeting
Gannett Co. Inc., New York City, Nov. 11

ANPA Foundation Research About Newspapers Seminar
The Newspaper Center, Reston, Va., Nov. 11-12

ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association Circulation Managers Workshop
Hotel Continental, Chicago, Nov. 14-16

ANPA Executive Committee meeting
Boca Raton Hotel and Club, Boca Raton, Fla., Nov. 15

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presstime

The Journal of the American Newspaper Publishers Association

October 1983

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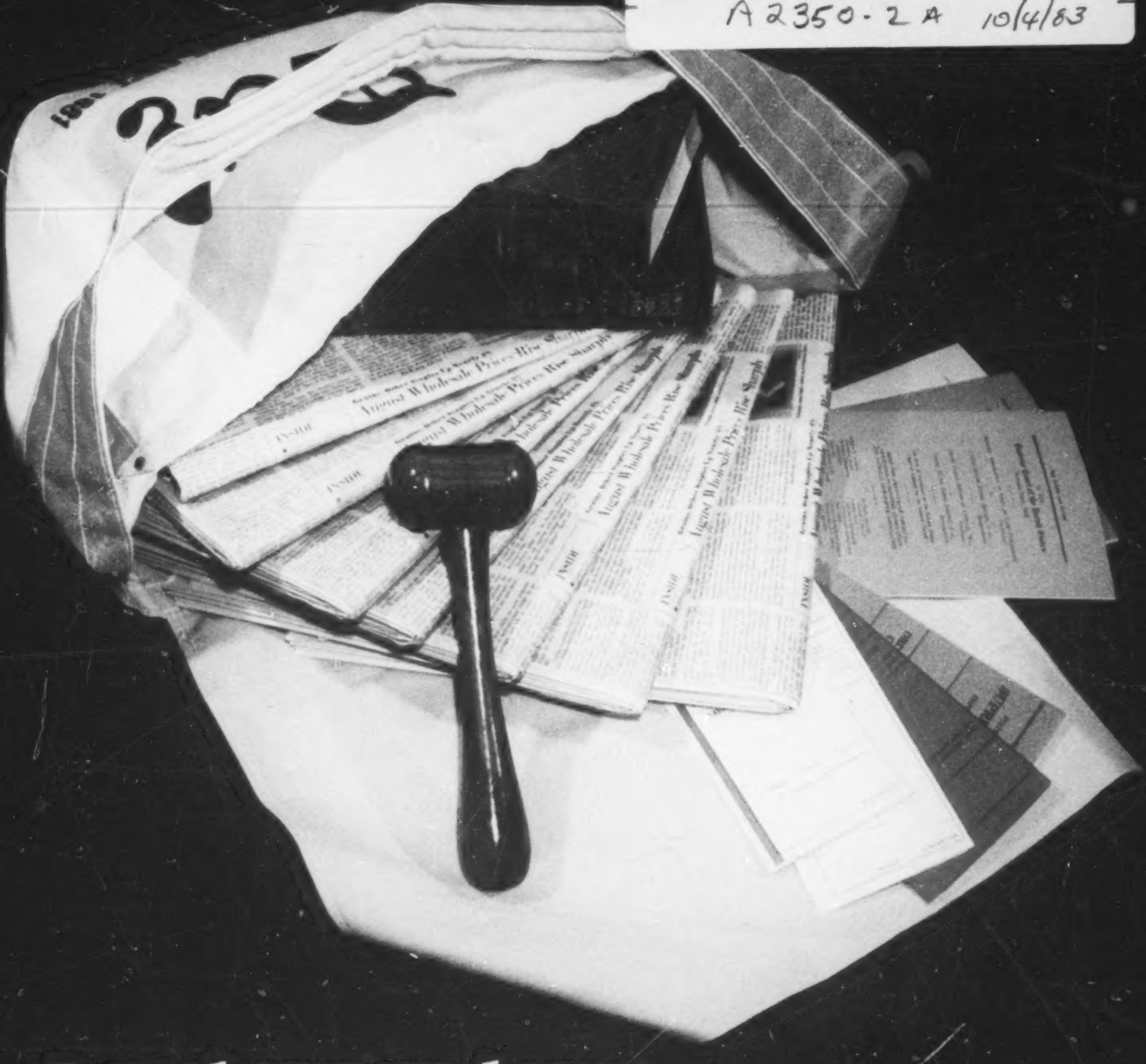

Legal snares beset newspaper distribution

chairman's corner

Expect union organizers to show up at newspapers

I have a feeling that newspaper labor and personnel relations executives are going to be busy in the coming year because of the recent merger activities in the graphic arts unions [presstime, July 1983, p. 49]. Newspapers whose employees are already represented by one of these unions can expect to encounter increased strength at the bargaining table, while those whose employees are not represented may soon be faced with organizational efforts.

William C. Marcil

Perhaps Teamsters president Jackie Presser said it best when he told delegates to the recent International Typographical Union convention that he was "stunned by the amount of unorganized newspapers" in the United States. "The Teamsters," he promised, "are going to represent that industry" [presstime, Sept. 1983, p. 32]. The implication is that they are going to work toward that goal whether or not the ITU accepts Presser's invitation to join the Teamsters. Indeed, many newspapers have already experienced Teamsters' efforts to organize non-driver employees.

The new Graphic Communications International Union, under the leadership of Kenneth J. Brown, former Graphic Arts International Union president, also has indicated that it will increase its organizing activities. In addition, this union plans to review the adverse impact of developments in new technology on union members.

And let's not forget the ITU; although the proposed merger with The Newspaper Guild is dead, the ITU is still looking for a partner to stabilize its declining membership, protect its retirees and increase its strength at the bargaining table. Likely candidates include the GCIU, the Teamsters or the Communications Workers of America.

Unions that represent newspaper employees traditionally have organized along craft lines. However, technology has helped change all that by blurring lines of jurisdiction and forcing unions to expand across craft lines. There are a number of examples of this in ANPA's files—ITU editorial contracts, Guild composing rooms, Teamsters mailrooms, etc. Mergers accelerate this process.

Presser was right about one thing—there are a lot of unorganized newspapers. More than half of our ANPA members have no unions in their operations.

Open channels of communication, strong wage and benefit packages, and training and development programs are some of the best ways to provide a satisfying work environment; but despite programs such as these, don't be surprised if union organizers come calling on your non-represented employees. The unions are committed to expanding their memberships.

Keep us informed, and please don't hesitate to contact ANPA's labor and personnel relations experts whenever they can be of assistance.

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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special report

Distribution & the law

The route to competing in a changing marketplace may put some newspapers on a collision course.

By C. David Rambo
presstime staff writer

Libel, reporter privilege and other gutsy First Amendment issues may leap to mind when the press is hauled into court. Indeed, the majority of cases to reach court dockets probably emanate from the newsroom.

But those aren't the only kinds of cases that can catapult newspaper personnel into a courtroom setting. A variety of situations under the umbrella of "newspaper distribution" have touched off legal scuffles.

Moreover, the distribution-related cases seem to be growing in number in proportion to the proliferation of shoppers, shared-mail services for advertising supplements, and other devices to bypass the traditional newspaper and get advertisers' printed messages into America's homes and offices.

The cases are bringing to the fore legal and government questions on matters such as these:

- *Antitrust.* Do larger papers, as their smaller counterparts sometimes allege, engage in unfair competitive practices to run smaller publications out of business?
- *Carrier status.* Can a newspaper get into a legal predicament if it abandons its system of using independent contractors to sell and deliver the newspaper in favor of a system using regular employees or an "agency" setup in which contractors merely deliver the paper—not resell it to readers?
- *Retail "price fixing."* Have newspapers, as independent-contract carriers claim on occasion, unlawfully tried to fix the retail price for newspaper sales? The law says independent-contract carriers may charge readers whatever they like, and newspapers may not interfere.
- *Newsracks.* To what extent do municipalities have the right to regulate and tax newsracks?

Antitrust. While antitrust cases are nothing new to the newspaper business, there is an emerging breed of cases that is startling publishers all over the country. These involve paid newspapers' total-market-coverage programs and other responses to direct-mail programs, shoppers and other relatively new competitors for advertising dollars.

Two recent cases have resulted in preliminary injunctions that imposed broad restrictions on TMC programs. Questions have been raised that cast shadows over what publishers may and may not do when introducing new products in competitive markets.

As always, such antitrust cases are particularly important because of the "structural impact" an unfavorable court decision can have on the newspaper company, says ANPA Vice President/General Counsel W. Terry Maguire. Some remedies courts have ordered in antitrust cases have restricted what newspapers may publish and where they may publish, Maguire explains.

Additionally, antitrust convictions "can and do" result in criminal penalties—including jail terms—for officers of a corporation, he says. Unfavorable decisions also can result in high defense costs and, given the allowance of treble damages in antitrust law, astronomical monetary damages.

Experts agree that it is virtually impossible to count accurately the number of suits filed in this field. One reason is that most of them, to date at least, have been withdrawn or settled quietly.

Lawyer and antitrust expert S. Chesterfield Oppenheim, in a 1981 book co-authored by his wife, attorney Carrington Shields, counted only five cases filed by publishers of weeklies or shoppers protesting entry into their markets by paid dailies. All either were settled or withdrawn before trial.

Attorneys say there have been at least half a dozen and probably many more cases of that ilk filed in the two years since then.

"I think you're going to see just one hell of a lot more of these coming," says Jerry William Boykin, attorney for plaintiff Advantage Publications Inc. of Williamsburg, Va., which is suing The Daily Press of Newport News, Va., for alleged antitrust violation. They will be "rather commonplace for the rest of this decade," he predicts.

Without commenting on that case, Boykin says the interests of paid dailies and small weeklies that are competing for growing ad-preprint business are "on a collision course." He says he gets nearly one call per week from lawyers for both shoppers and paid newspapers on antitrust issues.

The lawyer for The Daily Press agrees that between now and 1990, there will be increasing activity in this area because of growing competition. Gerald A. Smith Jr. says one reason for this heightened competitive pressure is that unlike years ago, new technology allows an entrepreneur to start a shopper or other kind of newspaper competitor at relatively low cost.

The ANPA Legal Department also reports a spate of antitrust questions associated with TMC enterprises.

Need to compete. A "typical case" of this antitrust sort strikes close to home for many paid newspapers. L. Michael Zinser of the Nashville law firm King, Ballow & Little, noted for its work in circulation and labor matters, describes this scenario as an example of what can happen:

An established daily newspaper has no appreciable competition until a newcomer enters the market and offers major retailers a marriage-mail program, which packages a variety of advertising preprints for saturation delivery at relatively inexpensive, third-class rates. After losing some preprint revenue, the daily responds to the new competition by offering a total-market-coverage publication. The newcomer then sues for alleged anticompetitive practices.

Antitrust law must "act as the umpire," Zinser says.

Attorney Conrad Shumadine of Norfolk, Va., says plaintiffs often claim violation of Section 2 of the Sherman Antitrust Act that deals, among other things, with "attempt to monopolize."

Most federal courts have adopted a three-part test to prove a "Section 2" case:

- There must be an overt act by the paid newspaper, such as actual publication of a TMC product—usually an easy point to prove.
- There must be probability of the newspaper's gaining monopoly status with the new product.
- There must be specific intent to monopolize, the point on which most cases revolve.

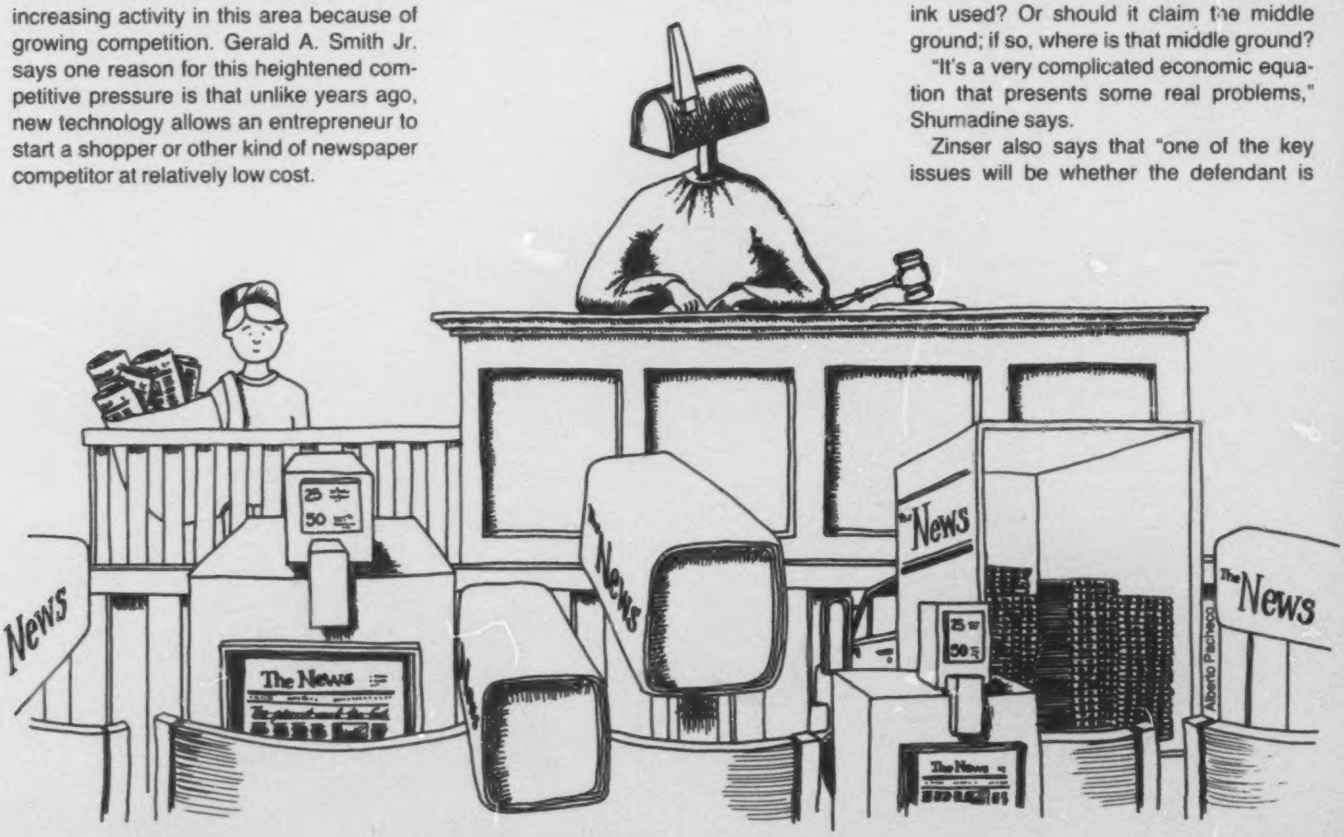
One way to demonstrate specific intent has been to show that the TMC product was published at a financial loss for an unreasonably long start-up time, Shumadine says.

The matter is further complicated by the methodology used to compute profits or losses.

For example, should a paid newspaper include full costs for the TMC program—that is, all costs of the press, building, employees, etc.? Or should it exclude full costs like those for a press, which newspapers must have with or without the TMC product, and take into consideration only the extra costs such as additional paper or ink used? Or should it claim the middle ground; if so, where is that middle ground?

"It's a very complicated economic equation that presents some real problems," Shumadine says.

Zinser also says that "one of the key issues will be whether the defendant is



Alberto Pacheco

pricing its advertising below cost. . . . Most of these things are up for grabs right now."

Applying the economics. The case involving The Daily Press of Newport News and Advantage Publications—an alarming one for many publishers—involves a federal judge's issuance of a preliminary injunction that resulted in the closure of a Daily Press shopper. The judge held that The Daily Press overstepped its bounds on this pricing question.

Although that injunction was thrown out Sept. 9 because Advantage's only remaining publication, the Williamsburg Advantage, had been sold, trial still will be held starting Nov. 7 on the merits of the pricing case.

In issuing the injunction, U.S. District Court Judge Robert G. Doumar said the paid newspaper did not count portions of fixed costs in producing two shoppers. He maintained that it should have included costs of labor, machinery, rental of space, electricity and other overhead.

The injunction, which the judge said was necessary to prevent further harm to the Advantage Publications shopper, required that The Daily Press stop distributing its Williamsburg shopper if it contained any advertising. That order led to the publication's shutdown.

The judge also restricted The Daily Press' ability to deliver preprints to nonsubscribers in certain areas, although the number of such areas later was reduced. He also said the newspaper company must raise advertising rates for another shopper it distributed mainly in areas other than Williamsburg.

A second case of major concern to the newspaper business is unfolding in Nebraska, where a group of eight suburban newspapers is suing a subsidiary of the Omaha World-Herald Co. for alleged unfair monopolistic practices.

Sun Newspapers Inc., owned by Bruce Sagan, who also publishes daily and weekly newspapers in the Chicago area, claimed the World-Herald Co. illegally has monopolized the print advertising field in Douglas and Sarpy counties, Neb.

A U.S. District Court judge in that case also issued a preliminary injunction prohibiting World-Herald Co., through its Rapid Printing and Mailing Co. subsidiary, from selling, printing or distributing marriage mail in those two counties.

In addition, the judge prohibited the World-Herald from using the mails to distribute advertising inserts to non-subscribers if it is assisted in the mailing process by Rapid Printing and Mailing.

The 8th Circuit appellate court upheld the preliminary injunction. But it softened the blow to the World-Herald Co. by allowing it to resume all activities except with advertisers the company was not serving when the injunction was issued July 14.

Trial is scheduled Nov. 28.

Because of the financial threat raised by such cases, ANPA is investigating ways by which antitrust insurance protection could be offered to newspapers, says ANPA General Counsel Maguire.

Carriers: contractors or employees? Another sticky legal issue is whether newspapers may terminate their independent-contract carriers and replace them with either agents or employees.

Independent-contract carriers—adults and youths alike—buy newspapers from the newspaper company and resell them to readers.

Carriers who operate under the agency system also contract with the newspaper to deliver papers, but unlike independent contractors, they do not assume ownership of the newspapers for resale.

Just what kind of system a newspaper has "is determined by how much control the circulation department has over the delivery system itself," Zinser observes.

The International Circulation Managers Association says more than 90 percent of U.S. dailies use independent-contract carriers.

There is no rush to abandon that system, and most newspapers that have chosen to do so have cleared legal obstacles. But conflicting opinions have emerged from federal appellate courts on the issue.

The 1st Circuit upheld The Providence (R.I.) Journal Co.'s plan to replace independent carriers with the newspaper company's own work force. The newspaper company said it wanted to improve service through such "vertical integration." The U.S. Supreme Court in January 1982 refused to hear arguments of independent carriers who protested the appeals court decision.

In another case decided in favor of newspapers, U.S. District Court in Reno ruled in May 1982 that a conversion plan of the Nevada State Journal and Reno Evening Gazette did not violate antitrust law. The court granted the newspapers' motion for summary judgment.

However, in another important case, the Kansas City (Mo.) Star Co. was blocked from switching from independent-contract carriers to an agency system. The newspaper company said it wanted more control over distribution of the morning Kansas City Times and evening Kansas City Star.

The 8th Circuit ruled in December 1982 that the plan would violate antitrust law and have "anticompetitive consequences" outweighing any benefits to the newspaper company.

Termination of the contract-carrier system "will eliminate the Star as a potential competitor in the retail market, will likely result in higher prices and poorer services to readers, and will not lead to a more effi-

The status of carriers—whether they are independent-contract carriers, agents or employees—can be a sensitive legal issue.

reet
urnal
TAKE ONE

Sarasota (Fla.) Herald-Tribune

The street-corner sentinels of the newspaper business are facing more regulatory moves.

cient delivery system," the court said.

The full 8th Circuit has now heard an appeal in the case, and its decision is pending.

Although the Missouri case is being watched by publishers across the country, Zinser says the 8th Circuit's decision is not "controlling"; that is, it probably will not have a dominant influence over similar cases elsewhere.

Better control. One reason some newspapers want to end the practice of letting contractors sell directly to readers is that newspapers under competitive pressure feel a need for more control of their circulation.

A big concern is being able to control subscription prices. Adult independent contractors often charge different subscription prices depending on geographic location and other factors.

In some cases, a contractor may find it more profitable to raise the subscription price even though there may be a loss of circulation, notes ICMA General Manager Joseph B. Forsee.

But while the U.S. Supreme Court ruled in 1968 that newspapers are prohibited by antitrust law from setting retail prices that independent contractors can charge, a recent federal court decision held that suggesting prices may be permissible.

On Jan. 5, U.S. District Court Judge Carl A. Muecke ruled that The Arizona Republic and The Phoenix Gazette did not overstep their bounds by suggesting a subscription price to independent carriers. The newspaper company, "as a circulation-maximizer, had substantial and wholesome business considerations in mind when it encouraged its distributors to sell newspapers for no more than subscribers could be expected to pay," Muecke wrote.

• A private attorney specializing in newspaper circulation and labor law is profiled, p. 24.

Racking up discontent. Other circulation issues sometimes grow from ripples to dangerous swells.

The most recent example is that familiar occupant of street corners and other public places, the newspaper vending machine.

Traditionally, newsracks have been left alone by local governments. But some municipalities have started to look differently at them. They are being seen as potential sources of new revenue. And increasingly they are being viewed as intrusions into the "aesthetic" order of their streets.

Some circulation managers say their towns' elected leaders have begun scrutinizing newsracks since the introduction of USA Today and its ubiquitous blue-and-white newsracks.

A case in point is in New York City. Gannett entered that market last April and "flooded" the streets with racks, sometimes bolting the machines to city sidewalks—a technical illegality, says Richard L. Schwartz, an aide to the chairman of the city's Consumer Affairs Committee.

In response, the committee introduced newsrack legislation. It did not pass. Thereafter, Schwartz says, the city and press settled on an unwritten "working agreement" for placement of newsracks, and he reports that so far, it is working.

However, there still is bad blood between Gannett and the New York Metropolitan Transit Authority—an agency that operates independently of the city council. It has tried to restrict placement of USA Today newsracks in MTA facilities such as subway stations. In a suit that is still pending, Gannett is trying to block the Transit Authority from regulating the newsracks.

The rack ruckus also has raised the ire of some local circulation managers. They say they will defend USA Today's right to install newsracks, but at the same time they wish Gannett hadn't stirred up trouble that affects everybody.

"Up until the time USA Today came into the picture, there was no problem," says Stanley J. Getleson, circulation manager of the New York Post. "Things were very quiet because we use discretion in putting out our vending machines."

because we use discretion in putting out our vending machines."

David T. Fluker, circulation director of the St. Petersburg (Fla.) Times and Evening Independent, also says USA Today set off newsrack worries in his town—already straining with multi-colored metal dispensers from 19 other newspapers. The St. Petersburg government is now toying with the idea of regulating newsracks.

ANPA's Maguire says that as a result of growing newspaper-vending-machine questions, the Association may form a task force to examine three issues:

- Restrictions on placement of newsracks for health and safety considerations—looking at rules, for example, that restrict placement on street corners or other traffic-congested spots
- Regulations regarding aesthetics such as colors of racks
- Imposition of fees designed to cover the costs incurred in regulating newsracks.

Other issues. Several other legal issues involving newspaper distribution percolate occasionally.

"One of the key issues (in antitrust cases) will be whether the defendant is pricing its advertising below cost. . . . Most of these things are up for grabs right now."

L. Michael Zinser
King, Ballow & Little

One is what attorney Zinser calls the "proprietary interest" question for independent contract carriers. He says some contractors have sued after termination of their services in an effort to collect compensation from the newspaper for the "value" of newspaper routes. Courts generally have agreed with newspapers, however, that routes are not tangible property for which publishers must compensate contractors.

A separate issue hinging on whether carriers are newspaper employees or independent contractors involved unemployment compensation. While newspapers maintain that their contractors are not employees and therefore the newspaper company need not make unemployment insurance contributions, some states are leaning in the opposite direction, Zinser says.

Another topic that has surfaced lately is the auditing of a newspaper's paid circulation. Currently, cases are pending in Trenton, N.J., and in Sacramento, Calif., in which it is alleged that a newspaper and/or the Audit Bureau of Circulations misstated circulation figures.

Franchise law is another red-flag topic for circulation executives. The laws differ from state to state, but generally they require payment of a fee by the franchisee to sell a product.

Seldom have newspapers been confronted with legal challenges based on franchise law because carriers typically do not pay any such fee. However, in California, a group of 35 independent-contract carriers of the Los Angeles Herald Examiner currently is claiming that a "security payment" they make to the newspaper guaranteeing payment of their weekly newspaper bill constitutes a franchise fee. Herald Examiner Circulation Director Leo J. Kelly says the payment is not a franchise fee.

Superior Courts in Los Angeles and Orange counties issued conflicting decisions on the question, he said, and the

For newspapers, mail has good and bad news

By W. Terry Maguire

Law and government play an important role in how publishers distribute their newspapers to readers. But one part of the federal establishment both serves as a vehicle for and competes against newspaper circulation—the U.S. Postal Service.

Charged by Congress with binding the nation together via the written and printed word, the Postal Service provides a universal delivery service for newspapers—and for shoppers and advertising circulars.

Federal law affects and determines all aspects of that service offering. Recently, however, some postal decisions have been driven more by business and marketing judgments than by public service commitments.

For newspapers that use the Postal Service to reach all or some of their readers, the USPS was in the beginning and remains today THE one relatively low-cost, vital link between the publisher and reader. No longer a heavily subsidized class of mail (with the exception of some federal funding for small-circulation and within-county newspaper distribution), second-class still is accompanied by a number of rules and regulations.

Among those requirements are maximum percentages of advertising content, maintenance of subscription lists and certain mailer preparation rules such as presorting requirements. Most newspapers have become quite accustomed to these requirements, and compliance is not an onerous task.

Other kinds of mail raise quite different newspaper concerns. While a number of publishers have chosen to make use of some relaxed second-class rules and highly favorable third-class rates for the mailing of special editions or sections of the regular newspaper (to non-subscribers and special mailing lists), newspapers find the law in this area creating great opportunities for competitors and huge headaches for themselves.

The Postal Service has chosen to pursue aggressively free-

Maguire is vice president/general counsel of ANPA.

matter is now before the California Court of Appeal.

Franchise law appears at the federal level under the Federal Trade Commission's 1978 trade regulation rule on "franchise and business opportunities ventures." The rule requires disclosure of certain financial information by franchisors to franchisees.

ANPA, ICMA and the National Newspaper Association concluded after a study that distribution arrangements between most newspapers and independent contractors are not franchises under the rule. But the three associations in March 1979 filed comments with the FTC asking the commission to make clear that most distributor relationships are not franchises within the federal law.

While few newspapers have encountered problems because of the rule, dealers of the Oregonian Publishing Co. claimed it covered their distribution arrangement. But a U.S. District Court judge ruled that only the FTC—not a dealer—may sue to enforce the rule.

Another player in the legal-government arena, the U.S. Postal Service, is demanding ever-greater attention of publishers because of the changing ways of the U.S. mail. More attractive third-class rates have led to a rush by some preprint advertisers to use USPS instead of newspapers as a means of delivery. (See sidebar below and story on p. 18.)

"Up until the time USA Today came into the picture, there was no problem. Things were very quiet because we use discretion in putting out our vending machines."

Stanley J. Getteson
New York Post

Possible future issues. Looking ahead, experts say there could be new legal arguments in the postal arena apart from questions now being raised over marriage mail and other third-class issues.

One such topic may involve the question of whether newspapers are in violation of postal law with continued refinements to carrier-delivered TMC products.

Maguire of ANPA says if newspapers actually affix an address to advertising matter delivered to specific households, they may violate the Private Express Statutes, the body of law governing postal operations. The statutes, designed to protect USPS mail volume, prohibit most printed matter from being labeled and delivered to specific addresses by someone besides the letter carrier.

Other experts say circulation departments are going to have to tread lightly to avoid stepping over the bounds of privacy in development of computerized mailing lists. Still unknown are the legal ramifications of compiling and using demographic and personal data that can be cross-referenced easily thanks to computer technology.

No doubt these and other issues will continue to command increasing attention of newspaper executives. One indication of interest in the field is the development of circulation-law materials as part of the first-of-its-kind circulation marketing and management program recently launched at Empire State College, Rochester, N.Y.

Of course, not all executives can take time off to learn the subtleties of circulation law. That is all the more reason to heed the advice of lawyer Zinser to take a "reasoned approach" in circulation planning and "be familiar with local case law." □

circulation second-class mailers (under the so-called "requester rule") and third-class mail of every conceivable type. "Marriage mail" is but one of the new entrants into what the Postal Service now calls "bulk business mail."

All of this amounts to government action that has had a marked impact on the newspaper business. For example:

- A number of court cases have arisen involving newspapers' use of, or competition with, second- and third-class mail
- In order to meet the Postal Service-inspired competition, a number of newspapers have had to become third-class or free-circulation second-class customers, subject to USPS rules of operation and schedule of delivery
- Competitors offering new services at low rates may threaten important sources of advertising revenues needed to support newspapers' editorial budgets.

Many of these issues are under review by the ANPA/Newspaper Advertising Bureau/National Newspaper Association Joint Postal Task Force which was established in 1982 as a means of addressing newspaper interests especially in the third-class area.

Working closely with the ANPA Postal Committee, these two groups are doing extensive research and analysis of all important issues.

Some current newspaper concerns may be addressed administratively, or through the Postal Rate Commission, in the coming months.

The great watershed of postal activity is the general rate case proceeding, initiated by the Postal Service whenever its revenues appear about to drop below its expenses. (The last case started in 1980 and led to the 20-cent first-class stamp in 1981.)

A number of factors have combined to delay the next case until sometime next year, with new rates not expected to go into effect until 1985.

When that case begins, ANPA and dozens of other interested groups will participate in a 10-month hearing process designed to review all Postal Service costs and revenues, and to determine the rates to be charged for all classes of mail.

With virtually all newspapers in the United States affected in some way today by the Postal Service, the presentation of the most unified and strongest possible newspaper case in that proceeding is of prime importance to the Task Force and to the leadership of the three sponsoring organizations.

Government/legal roundup

(Editor's note: This compilation of government and legal issues affecting newspapers is prepared four times a year by the ANPA Government Affairs and Legal departments. The last one appeared in the May 1983 edition of presstime.*)*

Press freedom

Access: The Senate Government Affairs Committee Sept. 13 held a hearing on President Reagan's executive order calling for pre-publication review of manuscripts written by current and former government officials. A House hearing is planned later this fall. The Justice Department Aug. 25 issued guidelines implementing the March 11 presidential order. (See story, p. 14.)

Open courts: The U.S. Supreme Court Oct. 12 will hear *Press-Enterprise Co. v. Superior Court of California*, in which a trial court's exclusion of the press and public from a portion of jury selection in a death-penalty case is challenged. (See story, p. 12.) The 5th U.S. Circuit Court of Appeals Sept. 7 upheld a trial judge's order that restricts the press in interviews with jurors after a trial. (See story, p. 13.)

Freedom of information: The Senate Intelligence Committee is expected to act soon on S 1324, which would exempt CIA operational files from the Freedom of Information Act. ANPA Government Affairs FOI Group Chairman Charles S. Rowe testified June 28 on the bill [presstime, July 1983, p. 26]. The American Bar Association, despite objections from press groups, Aug. 3 endorsed several proposals to amend the FOIA, including a resolution favoring "significant relief" for the CIA and other intelligence agencies. ANPA and the American Society of Newspaper Editors opposed that ABA action [presstime, Sept. 1983, p. 12].

Content regulation: ANPA Aug. 25 filed comments in two Federal Communications Commission proceedings aimed at reducing content regulation of electronic media. In one, ANPA argued that "fairness" and "equal time" rules should not be applied to any cable channels not under the cable operator's exclusive control. Channels carrying textual information also should be exempt, the Association said. In the second proceeding, ANPA supported the FCC's proposal to repeal personal-attack and political-editorial rules [presstime, Sept. 1983, p. 11]. Sen. Packwood (R-Ore.) has established the Freedom of Expression Foundation to support elimination of FCC content regulation. A separate organization named the Institute for Freedom of Communications will conduct research for the foundation. (See story, p. 53.)

Libel: ANPA in July filed friend-of-the-court briefs with the U.S. Supreme Court in *Bose v. Consumers Union*, arguing that appellate courts should be permitted to conduct an independent examination of evidence in libel cases, and in *Jones v. Calder*, a case that raises questions of jurisdiction for out-of-state publishers. (See story, p. 12.) Registration totaled nearly 200 for the Aug. 25-26 libel seminar for media defense attorneys, sponsored by ANPA, the National Association of Broadcasters and the Libel Defense Resource Center. Held in Chicago, the event was the first of its kind aimed solely at defense litigation strategies.

Retractions: The Akron Beacon Journal Sept. 1 challenged on First Amendment grounds Ohio's retraction statute requiring newspapers to print retractions written by allegedly aggrieved parties. (See story, p. 15.)

Reporter privilege: ANPA and other press groups June 10 filed a friend-of-the-court brief asking the 11th U.S. Circuit Court of Appeals to overturn a lower court order requiring five reporters to testify about the reputation of a criminal-trial witness [presstime, July 1983, p. 24].

Telecommunications

Satellites: ANPA will oppose an Aug. 12 FCC decision requiring relocation of Western Union's Westar III satellite which would force the realignment of more than 1,600 newspaper earth stations. Westar III provides satellite services to AP, UPI, Reuters and other wire services [presstime, Sept. 1983, p. 20]. The FCC ruled Sept. 9 on a conflict between direct-broadcast satellite and terrestrial microwave signals. It said existing microwave users in the 12 GHz band, including newspapers, must shift their signals to an adjacent radio frequency if there is room in that band. If there is no room, the FCC said, the microwave signals must be moved to a higher, more costly band. ANPA March 25 said the adjacent band is the only suitable alternative.

Cable legislation: The Senate June 14 passed S 66, the "Cable Communications Act." It would give the federal government primary jurisdiction over cable, deregulated pay services and basic services under certain conditions. It also would permit, but not require, access channels. The House Subcommittee on Telecommunications, Consumer Protection and Finance held several hearings and in late September was drafting a cable bill for introduction. Major issues expected to hamper enactment this year include continued disagreement among cities and the National Cable Television Association on key provisions including access, cross-ownership, regulation of data services and franchise fees. (See story, p. 23.)

Broadcast deregulation: The FCC July 31 issued a proposed rulemaking to deregulate television as the commission has dereg-

government/legal roundup

ulated radio. The commission proposed elimination of public affairs programming and advertising guidelines, and "ascertainment" and program logging requirements. Deregulation bills are pending in Congress, but passage is unlikely because House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) wants to impose certain public-interest standards and/or a spectrum fee [presstime, Sept. 1983, p. 11].

Telephone rates: More than 15 bills are pending in Congress that address post-AT&T divestiture funding for local telephone companies. Major proposals include "bypass" charges for users of alternative communications systems such as cable, satellite or microwave, and "access" charges for long-distance carriers that connect to local phone companies' lines. (See story, p. 14.) Some state public utility commissions are considering imposing higher charges for data transmission than for voice transmission.

Employee relations

VDT bills: Maine and Connecticut have adopted legislation providing for studies of video display terminals. The National Academy of Sciences recently concluded that VDTs do not cause eye disease and that radiation levels are far below U.S. occupational radiation exposure standards [presstime, Aug. 1983, p. 11].

Ink exposure: Settlement was reached in a Cleveland lawsuit over allegations that ink mist caused cancer. (See story, p. 37.) A hearing is scheduled this fall in California workers' compensation cases involving pressmen's claims that exposure to ink led to pulmonary disease. The pressmen also have filed a product liability suit against ink manufacturers [presstime, Aug. 1983, p. 27]. Legislation is pending in Congress to establish federal product liability law.

Labor practice: ANPA Sept. 27 filed a friend-of-court brief in an appeal of *Passaic Daily News v. NLRB,* in which the National Labor Relations Board found that the Passaic (N.J.) Daily News unfairly canceled a reporter's column because of union activities. The NLRB ordered the publisher to resume publication of the column. ANPA told the U.S. Court of Appeals, District of Columbia Circuit, that the order violates the First Amendment [presstime, Sept. 1983, p. 34].

Employment-at-will: The common-law doctrine of employment-at-will is being challenged by some state courts [presstime, Feb. 1983, p. 39]. For example, a reporter discharged from the Quakertown (Pa.) Free Press was awarded $25,000 after he argued that he was hired on his editor's promise of employment for at least a year. The Free Press argued that the discharge was justified because the reporter wrote an inaccurate story about a local public official [presstime, Aug. 1983, p. 10].

Pensions: Legislation has been introduced in the House to have a single, independent agency oversee employee benefit plans administered under ERISA. The Senate labor subcommittee concluded hearings on S 1227, which would amend ERISA's single-employer pension plan provisions. The U.S. Supreme Court ruled that a deferred compensation annuity plan paying out less to women than to men who made equal contributions violated civil-rights law.

Business

Joint operating agreement: The Seattle Times and Seattle Post-Intelligencer Sept. 19 asked the U.S. Supreme Court not to hear a challenge of its new joint operating agreement. Opponents asking for court review have argued that the 1970 Newspaper Preservation Act provisionally allowing joint operating agreements is unconstitutional. (See story, p. 12.)

Antitrust: The U.S. Justice Dept. and Tribune Co. of Chicago have reached tentative settlement of an antitrust suit over purchase of weeklies by The Orlando (Fla.) Sentinel. (See story, p. 12.) An injunction restricting Daily Press Inc. of Newsport News, Va., in delivery of preprints to non-subscribers was lifted Sept. 9 after the plaintiff in an antitrust suit against the company sold a shopper that was a central part of the complaint. Trial still will be held Nov. 7 on the complaint's merits. The 8th U.S. Circuit Court of Appeals modified an injunction against the Omaha (Neb.) World-Herald Co. that restricted the firm's providing direct-mail services to certain non-subscribers. Trial is scheduled Nov. 28. (See story, p. 4.)

Newsracks: A Minnesota District Court Aug. 3 struck down a Minneapolis newsrack ordinance requiring the filing of a license application and payment of a license fee. The court said that the ordinance amounted to unconstitutional prior restraint and that the government's interests could have been satisfied less restrictively. The city may appeal [presstime, Sept. 1983, p. 25].

Liquor advertising: ANPA and the Magazine Publishers Association June 24 filed a friend-of-the-court brief with the U.S. Supreme Court asking it to overturn a state ban on cable liquor ads in Oklahoma. (See story p. 12.)

Cigarette advertising: The Senate Committee on Labor and Human Resources July 13 approved S 772, the "Smoking Prevention Health and Education Act of 1983." The bill would require more specific health warnings on cigarette packages but not in advertising [presstime, June 1983, p. 14]. A bill is pending in the House that would require more explicit health warnings on packages *and* in advertising.

Transportation: The Interstate Commerce Commission is reviewing its decision to deregulate box car rates. The ICC may delay the Nov. 7 date for implementation of new rules. ANPA has become an intervenor in a lawsuit over the deregulation because of the potential impact it could have on the cost of transporting newsprint [presstime, July 1983, p. 33].

Canadian ownership: Prime Minister Pierre Trudeau has assigned Corporate Affairs Minister Judy Erola to head efforts toward passage of the Daily Newspaper Act. (See story, p. 52.)

U.S. Supreme Court to decide five media-related cases

By Pamela Riley

The U.S. Supreme Court has agreed to hear three libel cases in its new term, which begins Oct. 3. All involve important procedural questions.

In *Bose v. Consumers Union,* the court will decide whether appellate courts should be able to examine independently the record in a libel case to ensure that a trial court has properly applied the governing constitutional law.

The case arose from a suit against Consumer Reports magazine. The 1st U.S. Circuit Court of Appeals reviewed the record and held that the plaintiff—a manufacturer of audio speakers—had not satisfied its burden of proof, because actual malice could not be inferred from the imprecise language used in the Consumer Reports product review to describe Bose's speakers. ANPA, in conjunction with a number of other national media organizations, filed a brief urging the court to uphold the reasoning of the 1st Circuit.

In *Keeton v. Hustler,* a libel plaintiff sued the magazine in the only state where the statutory filing time had not expired—New Hampshire. Hustler argued that because New Hampshire accounted for less than 1 percent of its total circulation, that state could not exercise jurisdiction over the case.

The 1st Circuit agreed, holding that neither the non-resident plaintiff nor the defendant had sufficient "contacts" with the state to support jurisdiction.

Related issues are raised in *Jones v. Calder,* a jurisdictional case involving the ability of a California plaintiff to sue in California a Florida-based National Enquirer editor and reporter.

The California Court of Appeals, 2nd Appellate District, upheld the plaintiff's right to sue in a California court even though the only contacts of the editor and reporter with the state appear to have been phone calls made in connection with the story.

ANPA filed an *amicus* brief with other press groups, stressing the burden such a ruling would create on widely circulated publications.

The court also agreed in its last term to hear two other media-related cases, one of which involves a newspaper and a question of right of access.

Press-Enterprise Co. v. Superior Court of California grew out of a death-penalty case in which a portion of the jury-selection process was closed and the related transcript permanently sealed. The California Superior Court had justified the order on the grounds of protecting the jurors' rights of privacy—rights that have never been held to be paramount to rights of access to public trials.

An *amicus* brief was filed on behalf of a number of press groups, including ANPA, arguing that jury selection cannot be closed to the press and public unless a strict balancing test is met. Oral argument is scheduled Oct. 12.

In *Times v. Regan,* the court will decide whether a counterfeiting statute that prohibits illustrations of U.S. currency is unconstitutionally vague. The statute exempts illustrations for "philatelic, numismatic, educational, historic or newsworthy purposes."

Time Inc. argues that the statute is not narrowly tailored to achieve the government's interest in preventing counterfeiting and maintaining the integrity of the currency system.

Besides ruling on these five cases, the court must also decide whether to grant certiorari in several other media-related cases. Among them are:

- *Committee for an Independent Press v. Smith,* in which the court has been asked to review the 9th Circuit's approval of the joint operating agreement between The Seattle Times and Seattle Post-Intelligencer. Plaintiffs in the case, mainly suburban newspapers, maintain that the Newspaper Preservation Act is unconstitutional because it harms smaller newspapers in the Seattle market and because it grants licensing power to the U.S. attorney general, who is given authority under the act to decide JOA applications. The Times, the Post-Intelligencer and the Justice Department are urging the court not to accept *certiorari.*
- *Cablecom General Inc. v. Crisp,* a commercial speech case arising from a liquor advertising ban imposed by the state of Oklahoma. The 10th Circuit upheld the ban on liquor advertising in out-of-state cable TV programming even though the ban does not apply to out-of-state print publications. ANPA filed an *amicus* brief together with the Magazine Publishers Association urging the court to accept review and to reverse the 10th Circuit's decision. ANPA argued that the decision is contrary to controlling precedent in that it prohibits truthful, non-misleading advertising for a lawful product.
- *Rhinehart v. Seattle Times,* growing out of a Washington state trial court's protective order issued in a libel case brought by a spiritualist church. The order requires the church to divulge the names of members and donors in response to pretrial discovery requests by the newspaper, but it also prohibits the Times from publishing any information obtained through discovery. Both sides are appealing the order. At issue are whether the discovery requests invade the privacy-and-association rights of the church, and whether the restrictive order on the newspaper constitutes an unconstitutional prior restraint. ☐

Riley is ANPA assistant general counsel.

Florida antitrust case is tentatively settled

The Tribune Co. of Chicago and U.S. Justice Department lawyers have reached tentative settlement of the government's antitrust suit against The Orlando (Fla.) Sentinel. Terms were not disclosed.

The Justice Department charged last year that the central Florida daily violated antitrust laws by purchasing five competing weekly newspapers. The department wanted the Sentinel to divest those properties. Newspaper officials said the charges were unfounded [presstime, Aug. 1982, p. 22].

Justice Department antitrust lawyer Steven C. Douse said in an August letter to the U.S. District Court in Orlando that a proposed consent decree to settle the case will be submitted "shortly" to Assistant Attorney General William F. Baxter for his approval. ☐

Court briefs

A reporter for the Potomac News of Woodbridge, Va., **served 10 days** in the Mecklenburg County, Va., jail in September after being convicted of impersonating a police officer in connection with his pursuit of a story.

David Roman was found guilty in the county's General District Court of posing as a police sergeant to gain entry to a maximum-security prison for an interview with a death-row inmate. He was fined $500 and given a suspended six-month jail term. Roman appealed to the county Circuit Court, where a jury convicted him again. He received a $1,000 fine and 30-day jail term, later reduced to 10 days.

Roman decided not to pursue an appeal because of growing legal bills and the possibility that he might receive even more severe penalties. The Potomac News did not pay for Roman's court battle.

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Richmond Newspapers Inc. asked a trial judge to set aside a jury's **$1.045-million libel judgment** in a case involving a high-school English teacher who claimed the Richmond (Va.) Times-Dispatch and its education reporter defamed her in a report on her professional performance.

The judge had ruled that teacher Vernelle Lipscomb was a public official. The jury found for Lipscomb based on a "simple negligence" standard adopted by Virginia courts for public officials in libel cases.

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The Standard-Times of New Bedford, Mass., **decided not to publish a jailhouse interview** with a man accused of rape even though a judge who had prohibited publication of the interview lifted the ban. Publishing the story "would be, in effect, a voyeuristic trespass on good journalism," said Editor James M. Ragsdale. "Now that we are free, we choose not to publish this interview."

Judge Gerald F. O'Neill Jr. of Bristol County Superior Court issued the gag order Aug. 26 following an interview with Victor M. Raposo. Raposo and six other men were charged in a widely publicized case with raping a woman on a pool table in a bar while others cheered.

The newspaper appealed the gag on First Amendment grounds, and O'Neill lifted his order one week later.

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A Maine Superior Court judge **overturned a lower court's gag order** on the Times Record of Brunswick in a juvenile case. Justice Robert W. Clifford said the order amounted to unconstitutional prior restraint.

A local District Court judge had prohibited the Times Record from publishing a story about a pretrial motion in a case in which a juvenile was charged with arson. But on appeal, Clifford said that despite state law prohibiting access to juvenile case records, there were "insufficient grounds" for the order .

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The Virginia Supreme Court ruled 4-3 that Virginia's Freedom of Information Act does not bar officials from holding unannounced **"meetings" via telephone conference calls**. Opponents of the decision said they will not appeal to the U.S. Supreme Court because a bill will be introduced in the Virginia General Assembly in January to ensure that teleconferences are covered by the state's FOIA.

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The 5th U.S. Circuit Court of Appeals upheld a lower court order that **reporters may not ask jurors after a trial** how other jurors voted in a case, and that the press may not make "repeated requests" for interviews after a juror has refused to talk.

The El Paso (Texas) Times and the Associated Press appealed the order of U.S. District Court Judge William S. Sessions, who was presiding over a high-publicity murder trial. They said the restrictions violated press rights.

However, the 5th Circuit held that it is not unreasonable for a judge to forbid "wheedling and importuning" of jurors. The appeals court also said the lower court's "narrow restriction" forbidding questions on how other jurors voted "was well within its discretion."

• • •

A U.S. District Court judge has issued a **temporary restraining order** prohibiting USA Today from using weather information provided by any source other than Accu-Weather Inc. and the National Weather Service.

A national weather forecasting service based in State College, Pa., Accu-Weather charged in a suit that the newspaper violated their contract by terminating service. USA Today said it had the right to drop the service.

• • •

A self-syndicated columnist has appealed a decision that he must pay $8,725 in back city taxes. The dispute involves the question of **whether journalists should be licensed**.

The New York Supreme Court—the state's intermediate-level court—upheld a New York City decision that columnist William R. Frye owes unincorporated business taxes for 1966-70. "Professionals" during that time were exempt from the tax, and since Frye was not classifed a professional, he must pay, the department said.

The city in 1971 eliminated the exemption for professionals and then assessed Frye for the unpaid years. Officials reasoned that journalists are not professionals because, among other things, they are not licensed.

Frye, whose column "The World in Focus" is run in 26 newspapers, said that reasoning amounts to "attempted rape of the newspaper profession because it opens the door to licensing and control." He is asking the New York State Court of Appeals to rule in his favor.

• • •

John P. McGoff and the Securities and Exchange Commission have settled their long argument over SEC charges that McGoff illegally failed to disclose **South African financing for his media acquisitions**.

In the settlement, McGoff, without admitting or denying the charges, agreed to a court order barring him and his holding company, Global Communications Corp., from future violations of certain SEC disclosure requirements [presstime, July 1981, p. 25].

The SEC alleged that McGoff, among other things, used money he had borrowed from the South African government at no interest to buy the Sacramento (Calif.) Union in 1974. McGoff since has sold his interest in the California newspaper. The SEC also said McGoff used that money in an unsuccessful attempt to buy The Washington Star. □

Reagan asked to delay order on curbing leaks

The controversy over President Reagan's directive aimed at curbing leaks of classified information and beefing up procedures to investigate them after they occur is heating up.

Three members of Congress have asked the administration to delay implementation until Congress completes its review.

Although the directive was issued March 11 and administration spokesmen say it is being carried out, information on how some parts of it are being implemented became known only in late August.

Reps. Don Edwards (D-Calif.), chairman of the Civil and Constitutional Rights Subcommittee of the Judiciary Committee, and Patricia Schroeder (D-Colo.), chairman of the Civil Service Subcommittee of the Post Office and Civil Service Committee, requested the postponement in a Sept. 7 letter to Reagan. Their subcommittees, which already have held two days of joint open hearings on the matter, are now planning a closed-door hearing.

The Legislation and National Security Subcommittee of the House Government Operations Committee also has a hearing scheduled Oct. 19.

At a Sept. 13 hearing of the Senate Government Affairs Committee, Sen. Charles McC. Mathias Jr. (R-Md.) urged the administration to delay implementing the provision in the directive that requires government employees with access to certain classified, national-security information to agree to submit their writings for pre-publication review [presstime, May 1983, p. 8]. The agreement extends to writing done after the employee leaves government service.

Testimony at the Senate hearing was heard only from current and former government officials and polygraph experts. In a written statement, the Society of Professional Journalists, Sigma Delta Chi, asked for additional hearings so that other-than-government witnesses can testify. It called the directive "drastic overkill" and asked Congress and the administration to consider relying on existing criminal statutes to prohibit unauthorized disclosure of classified material instead of pre-publication agreements.

The directive requires all government employees with access to classified information to sign non-disclosure agreements.

In addition, those employees with access to so-called Sensitive Compartmented Information must sign agreements providing for pre-publication review. The directive also calls on government agencies to adopt "appropriate policies" governing contacts between the media and government employees with access to classified information. And it authorizes agencies to use polygraph tests in investigating leaks of classified material.

SPJ,SDX also was critical of a policy statement on pre-publication review issued by the Justice Department. The statement is intended to serve as a model for other government agencies. The statement and text of the non-disclosure and pre-publication agreements were released Aug. 25.

In addition to describing the circumstances under which employees with access to Sensitive Compartmented Information must submit material for pre-publication review, the Justice statement encourages all employees who have had access to any classified information "voluntarily" to submit material for pre-publication review if they think it may contain classified material.

Among the types of written materials the Justice Department said are required to be submitted are books, newspaper columns, magazine articles, letters to the editor, book reviews, pamphlets, scholarly papers, works of fiction and outlines of oral remarks. ☐

Packwood lacks support on 'bypass' surcharge

Chairman Bob Packwood (R-Ore.) Sept. 20 failed to gain the support of his Senate Commerce, Science and Transportation Committee for a proposed surcharge on users of technologies that bypass the telephone system.

The ANPA Telecommunications Affairs and Legal departments have been monitoring this and similar bills because of possible implications for newspapers that use microwave, cable and satellite communication links. Reconsideration by the committee was a possibility. ☐

Ownership-by-foundation issue still clouded

The Houston Endowment Inc. and the Public Welfare Foundation Inc., private foundations that own daily newspapers, say they could continue their newspaper ownership under a proposal that will be submitted to the House Ways and Means Committee by its Oversight Subcommittee.

However, an official of a third newspaper-owning foundation, The Day Trust, said the plan would not provide the relief it needs to continue its current ownership structure.

The foundations are under a 1989 deadline to divest 50 percent of their holdings in the newspapers. The divestiture was called for in a provision of the 1969 Tax Reform Act that limits foundations to between 20 and 35 percent ownership of any business [presstime, Aug. 1983, p. 11].

According to a Sept. 16 announcement by Oversight Subcommittee Chairman Charles B. Rangel (D-N.Y.), that panel will make no recommendations concerning specific foundations seeking exemptions. But it will include in its report to the committee three possible, general options.

The option that the Houston Endowment and the Public Welfare Foundation say they can live with would provide an exemption from divestiture if less than a majority of the foundation's board are officers and/or employees of the business in question, and if the foundation meets the requirement of the 1969 law to pay out 5 percent of its assets yearly. The Houston Endowment owns the Houston Chronicle; the Public Welfare Foundation owns the Spartanburg (S.C.) Herald-Journal, The Tuscaloosa (Ala.) News and the Gadsden (Ala.) Times.

But Deane C. Avery, co-publisher of The Day in New London, Conn., said the payout requirement could not be met by The Day Trust "without really doing a job on our newspaper, cutting back on the quality." ☐

Ohio newspaper challenges mandatory retraction law

The Akron Beacon Journal has asked an Ohio court to declare the state's retraction law unconstitutional.

The law requires newspapers to print retractions as submitted by aggrieved parties, so long as the parties follow a procedure prescribed in the statute.

According to the law, the retraction must be run in the same location and with the same size headline as the original story. Failure to comply in the next edition or within 48 hours can result in a maximum $1,000 fine for the publication and $500 for the newspaper official responsible for not running the correction.

"We feel this is unconstitutional on both the state and federal" levels, said Timothy D. Smith, assistant managing editor for local news of the Beacon Journal.

The Knight-Ridder newspaper filed suit Sept. 1 in Summit County Common Pleas Court against prosecutor Lynn C. Slaby and William C. Lansdowne of Macedonia. It was Lansdowne who initiated the request for a retraction of a report that he had violated Ohio horse race betting rules.

The Beacon Journal refused to comply with the request, which Smith, a lawyer, said was the first received by the paper in recent memory.

An official of the Ohio Legislature said the retraction statute dates from a revision of the state code in 1953, but Smith said his newspaper's law firm traced the law back as far as 1916.

According to the Libel Defense Resource Center, most states have retraction statutes, though they usually do not mandate publication of a retraction. Rather, they offer "incentives" to aggrieved readers to ask for retractions and for newspapers to run them. The incentive for readers often is the ability to collect more damages in a libel suit; for newspapers often it is to reduce liability in a suit.

The National News Council said it supports the Beacon Journal's court action because the retraction statute is "a clear and classic violation of the First Amendment." ☐

Conference set on legislative issues

State and regional press association managers will gather for a Legislative Issues Conference Dec. 12-13 at The Newspaper Center in Reston, Va.

Although Newspaper Association Managers has sponsored such conferences several times in the last six years, this will be the first one held in cooperation with ANPA.

The issues expected to be on the table are attempts by state legislatures to impose sales taxes on circulation and advertising, development of state open meetings and open records laws, and state employer-employee legislation that directly affects the newspaper business.

Paul Conrad, executive director of Allied Daily Newspapers—a regional newspaper association in the Pacific Northwest—said conference attendees usually share strategies and experiences in dealing with legislative issues at the state level. ☐

Remember
Newspaper Carrier Day
October 15

24 Iowa papers sue for refunds on newsprint tax

Following rejection of their claims by the Iowa Department of Revenue, 24 daily and non-daily newspapers in the state have filed lawsuits asking for refunds totaling $6.5 million for newsprint taxes they paid between 1970 and early this year.

Iowa's newsprint and ink tax was determined to be unconstitutional by state officials in the wake of the U.S. Supreme Court ruling on a Minnesota newsprint tax. Following the Supreme Court's decision, Minnesota reimbursed nine dailies in that state $12.5 million plus 6 percent interest for taxes paid since 1974 [presstime, Aug. 1983, p. 42].

However, officials in Iowa are taking the position that money already in the till rightfully belongs to the state. The state decided administratively to stop collecting the tax, but enacted a law prohibiting refunds of newsprint taxes previously paid.

Thus, when the Department of Revenue refused to issue the refunds, the newspapers, including The Des Moines Register, filed their suits in Polk County District Court.

William Monroe, managing director of the Iowa Press Association, said the Department of Revenue later filed a counterclaim. In part, the department noted that the law that originally imposed the newsprint tax also exempted newspapers from paying a sales tax. The state argued that because the newsprint tax portion of the law is unconstitutional, the entire law—including the exemption—is unconstitutional, and that newspapers are liable for uncollected sales taxes since 1970.

However, according to the counterclaim, the Department of Revenue will waive any attempt to collect the exempted sales taxes. ☐

Correction

The chart, "State taxes affecting newspapers," published on p. 14 of the September 1983 presstime, omitted a tax collected in Indiana. Under the heading "Newsprint," the listing for Indiana should have read, "Subject to property tax." Presstime regrets the error. ☐

New effort to 'protect journalists' begins

IPI asks UNESCO aid on press cards

By Elise Burroughs
presstime staff writer

In what appears to be a sharp turnabout from previous policy, the London-based International Press Institute plans to ask UNESCO to cooperate in a new international effort to protect journalists on dangerous assignments by issuing special press cards.

The decision to approach UNESCO for help in setting up an international, professional committee to issue the cards was taken at an informal Sept. 5 meeting in Geneva, Switzerland.

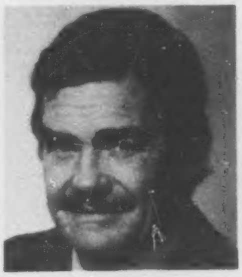
Attending the meeting were representatives of the IPI, including Director Peter Galliner and Chairman Max Snijders, who is editor-in-chief of Utrechts Nieuwsblad in Utrecht, The Netherlands; the International Federation of Newspaper Publishers, or FIEJ, which has headquarters in Paris; the International Organization of Journalists, Prague; the International Federation of Journalists, Brussels; the International Federation of Editors in Chief, Paris; and the International Commission of Jurists, Geneva.

The meeting marked the first time these organizations, several of which have faced off at UNESCO-sponsored meetings for years, agreed to a common strategy on the issue of protecting journalists.

According to a message from Galliner to IPI-member Richard H. Leonard of The Milwaukee Journal, "All organizations agreed to consider the setting up of an independent professional committee consisting of international and regional organizations and not to include outside organizations as important as they might be, such as the Red Cross, the International Commission of Jurists etc. The committee would issue cards to all journalists who would be required to go into areas of conflict and war-like situations. . . . Obviously, cooperation with UNESCO would be necessary, and I was entrusted to meet (UNESCO Director-General Amadou-Mahtar) M'Bow and to explore these possibilities."

As recently as May 1982, the IPI General Assembly approved a resolution opposing the licensing of journalists, saying that licensing "sometimes presented on the pretext of protection, is restrictive and detrimental to a free flow of news. The dangers are grave, whether the licensing be organized by governments, political parties, trade unions, corporations or even the profession itself."

Missouri publisher Robert M. White II, chairman of the American Committee of IPI, said in late September he knew the issue of identity cards was on the table at the Sept. 5 meeting, but he had not been notified of the outcome.



"Our traditional posture is strongly in opposition to any form of government-issued ID cards that in any degree could be considered licensing."

Robert M. White II
Mexico (Mo.) Ledger

"Our traditional posture is strongly in opposition to any form of government-issued ID cards that in any degree could be considered licensing. I assume Peter Galliner and the other officials of IPI agree completely," White said.

Asked why an organization of governments such as UNESCO should be part of a committee to issue journalist identity cards, White responded, "I know of no reason why they should."

The International Press Institute has been studying the issue of journalists' safety since 1970, and in 1978, the organization's Safety Committee issued a report concluding that identity cards "seem to be of little value since they do not prevent a journalist being killed or harassed, but merely identify him, by an international sign, as a bona fide journalist . . . ."

The IPI committee at that time said a more practical solution would be "greater mutual respect of press identity cards between individual issuing authorities and governments."

The committee also noted that since 1970, the scope of the problem had widened to include not only war-like situations but also "violence and harassment against journalists in non-conflict situations." It added, "Now we must include journalists within their own country as well as foreign correspondents."

Journalists traditionally receive press cards from military or government sources upon their arrival in a particular area. Usually, a letter from the publication or broadcast station that employs them or, in the case of stringers, from an editor willing to consider their work, is enough to establish their credentials.

Although details were not available, the proposal discussed in Geneva presumably would differ from this common practice in that the issuing authority for press cards would be an international body.

Many Westerners have pointed out that a number of journalists carrying easily recognizable press credentials have been killed in situations where they did not have time to show them, or where their status as journalists was irrelevant. This year, for example, three foreign correspondents have been killed by land mines.

While identity cards are viewed by many as thin protection at best, proposals have surfaced repeatedly at UNESCO meetings for them to be issued only to journalists who agree to adhere to certain international "rules of ethics" [presstime, March 1981, p. 25].

Western journalists have consistently maintained that because of countries' political and philosophical differences on the roles and purposes of journalists, an internationally accepted code would be impossible to achieve.

For example, the IOJ of Prague, which sent representatives to the Geneva meeting, recently published a suggested ethical code in its monthly newsletter.

In its proposed "Basic Principles of Professional Ethics in Journalism," the IOJ said, among other things, that journalists must promote public access to information and public participation in the media—including a right of correction and a right of reply—and must participate actively in the betterment of society.

Free-press journalists traditionally have refused to accept such definitions and duties. The IOJ has cited such refusals as evidence that Western publishers are not concerned about protecting reporters.

Although Galliner's letter to Leonard referred to the need to "set up terms of reference" for the proposed international accrediting committee, no further details were available. Galliner could not be reached for comment.

By an arrangement that preceded the flap over the identity-card proposal, IPI's Snijders was scheduled to attend ANPA's Government Affairs Committee meeting Sept. 27-28 in Washington D.C. ☐

One free-press request OK'd at IPDC meeting in Tashkent

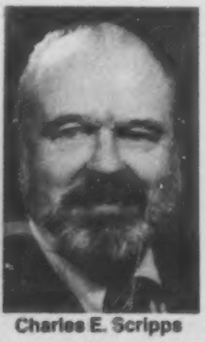
The 35-nation governing council of UNESCO's International Program for the Development of Communications approved funding of $629,000 for 29 inter-regional, regional and national projects at its Sept. 5-12 meeting in Tashkent, U.S.S.R.

Only one approved project involved a non-governmental enterprise, and it received minimal funding. That project was a request for $228,000 to reopen an independent newspaper in the African nation of Botswana. After considerable debate and eventual support by the African delegation, the IPDC approved $14,000 to send a consultant to Botswana and determine exactly what kind of support would best fit the newspaper's needs.

In addition to the official U.S. delegation, observers from the United States included Scripps-Howard Newspapers executives Charles E. Scripps and B.J. Cutler, representing the Inter American Press Association, and Publisher Howard H (Tim) Hays of the Press-Enterprise, Riverside, Calif., representing the World Press Freedom Committee.

Hays said he was shocked by the hostile, anti-free-press attitude of many delegates, but he affirmed in a post-meeting report "that we're better off in IPDC than out of it, so long as we stick to our policy of selective contributions. . . . However bad it is now, it would likely be worse if the U.S. dropped out."

Howard H Hays



Charles E. Scripps

William G. Harley, State Department communications consultant and a member of the U.S. delegation, noted that the United States was able to derail several poorly conceived proposals; they either did not involve practical communications development—such as the bid for a series of 18 Latin American meetings on the proposed "new world information order"—or were for non-Third World countries, such as the request to help develop resources for audio-visual instructional technology in Europe.

The United States pledged $850,000 in funding for IPDC projects in 1984. The money will be spent only on projects the U.S. government approves.

Previously, the United States had pledged $500,000 for 1982-83, although none of those funds has been spent to date. The IPDC governing council will meet again sometime next year to consider more projects.

Since its organizational meeting in June 1981, the IPDC has approved $3,139,000 for 76 communications-development projects in developing countries.

No outside government or private agency is formally monitoring already-funded projects to ascertain what success IPDC is having in fulfilling its mandate of aiding practical communications development in the Third World.

Harley said that in many cases, the projects are still being developed and that it is too early to judge the impact of most of them. ☐

A busy agenda for international meetings

October and November will see a number of free-press issues debated at international gatherings from Lima to Paris.

The second "Voices of Freedom" conference, which began at the end of September, was scheduled to end Oct. 2 in Talloires, France. Some 90 print and broadcast journalists from more than 25 countries attended the three-day gathering, arranged by the Edward R. Murrow Center of Public Diplomacy of Tufts University's Fletcher School of Law and Diplomacy, in cooperation with the World Press Freedom Committee.

Hard on the heels of September meetings of the governing council of UNESCO's International Program for the Development of Communication in Tashkent (see story above) and a United Nations/UNESCO roundtable on the proposed "new world information order" in Innsbruck, Austria, the General Conference of UNESCO will begin Oct. 23 in Paris. The meeting, to last until Nov. 29, is expected to focus on communications issues during the period Nov. 9-23.

The U.S. delegation will include Joseph P. Rawley, co-publisher of The High Point (N.C.) Enterprise, and Leonard R. Sussman, executive director of New York-based Freedom House.

The 39th General Assembly of the Inter American Press Association will be Oct. 24-28 in Lima, Peru. In addition to electing officers and passing resolutions, the association will receive a Western Hemispheric, country-by-country report from its Committee on Freedom of the Press. ☐

Malaysian plan to funnel news attracts concern

A storm of local and international criticism has greeted a Malaysian plan to begin channeling incoming foreign news agency stories and pictures through a government-supported national news agency.

The Malaysian news agency, Bernama, currently distributes material from a number of foreign news services, including Agence France-Presse. Under the plan set to kick in next May 1, Bernama also would take over distribution of material from the Associated Press, Reuters and United Press International. After that date, Malaysian newspapers would negotiate with Bernama, not with the news services, for foreign editorial matter.

The government points out that such a move has been planned for almost two decades. It was not implemented earlier, the government says, because Bernama lacked the technical capability to handle the flow.

Gaining a monopoly on news flow is expected to aid the money-losing national news agency, and Bernama says it will also allow small newspapers that now cannot afford individual news services to receive a larger sampling of foreign news.

But editors in Malaysia and abroad worry that a monopoly on distribution could lead to censorship or manipulation of news. ☐

U.S. journalist appeals licensing conviction

The issue of licensing journalists has been taken to the Inter American Human Rights Commission by American Stephen Schmidt. Schmidt asked the commission in September to overturn his conviction by the Supreme Court of Costa Rica on a charge of practicing journalism without a license.

Costa Rica's 1969 law requiring licensing for journalists was declared unconstitutional earlier this year by Criminal Court Judge Jeannette Sanchez [presstime, Feb. 1983, p. 20]. However, the Costa Rican Supreme Court reversed this ruling in June and sentenced Schmidt to three months in prison. ☐

ANPA will seek an end to use of detached third-class labels

ANPA will file a complaint with the Postal Rate Commission against detached mailing labels now being heavily used for third-class, marriage-mail packages prepared by direct-mail companies such as Advo-System Inc.

In its complaint to be filed early this month, ANPA will ask the commission to prohibit the labels outright or, alternatively, to impose a surcharge on them.

Detached labels are postcard-like pieces that accompany marriage-mail packages containing two or more ad supplements mailed together at relatively low third-class rates.

"The practice of using detached labels means that some mailers are able to send almost four ounces of advertising mail plus a separate card containing more advertising for just under eight cents," said Otto A. Silha of Cowles Media Co., Minneapolis, and chairman of the ANPA-Newspaper Advertising Bureau-National Newspaper Association Joint Postal Task Force. "That's two pieces of mail for less than half the price of a single, 20-cent stamp. That's not good business for the Postal Service, and it's unfair for those who try to compete with the Postal Service monopoly."

ANPA Chairman and President William C. Marcil said the Postal Service's allowing use of detached labels "is a case where some unfairness has crept into the system; we hope this can be rectified quickly."

Marcil, president and publisher of The Forum, Fargo, N.D., said ANPA "has always worked closely with the Postal Service to ensure that readers all over the country receive their newspapers in the fastest and most economical manner possible. But the Postal Service now offers an array of new services. It's in our best interests and the interests of the public to make sure that all Postal Services are priced fairly."

The cards in question carry the address label for each marriage-mail piece, thus relieving the direct mailer of the burden of printing addresses on each marriage mail package.

Members of the newspaper business task force note that the cards make preparation of bulk advertising mail easier and cheaper for firms like Advo partly because the cards can be made up well in advance of a mailing. That gives advertisers a later deadline for submission of ad circulars.

A detached label is separate from the marriage-mail piece.

The detached labels also give mailing firms an extra vehicle for advertising because the backs of the cards usually contain ads of the direct-response type. Advo also has taken advantage of the detached labels to present what it calls Postal Service "facts."

For example, a recent mailing in a Washington, D.C., suburb asserted as a postal "fact" that bulk, third-class advertising mail helps to hold down overall postal rates—a contention with which the task force takes issue.

ANPA contends that since the Postal Service must handle the cards as it would any other separate piece of mail, USPS incurs extra work and therefore extra expense.

The Association also objects to the USPS's allowing use of the cards without proper postal rate-making procedures.

The Postal Service first started allowing use of detached address labels in March 1980 without public comment. The use of marriage mail as an alternative method for delivery of newspaper preprints rose dramatically about a year later [presstime, Aug. 1983, p.4]. ☐

Various challenges face readership, marketing panel

Challenges involving virtually every facet of newspaper marketing, from activities of the Audit Bureau of Circulations to concerns about black readership, were on the table at the Sept. 12 meeting of the ANPA Readership and Marketing Committee.

The Committee's 1984 recommendations embrace proposals for circulation, research and promotion activities, as well as continued cooperation with other newspaper associations.

For 1984, the ANPA News Research Center at Syracuse University will conduct its second series of "NRC Mining Company" reports. The Mining Company project collects and synthesizes the findings of individual newspapers' research studies. The objective is to produce comprehensive, meaningful reports of industry-wide significance.

Future topics of Mining Company reports will be newspapers' images and the attitudes of readers toward newspapers, circulation retention and stops, and the effects of afternoon newspaper closings on morning newspapers and on the use of other media.

The first series of Mining Company reports compared readers of morning with readers of evening dailies, subscribers and nonsubscribers, and regular and occasional readers. The findings, and suggestions on how to use them, are being published in ANPA News Research Reports.

Two slide shows on the findings and their applications also are being prepared for use by newspaper managers.

In addition, the Committee recommended that the ANPA Board of Directors consider the following activities for 1984:

- Conferences and workshops to assist editors in applying research findings to the newspaper product
- Dissemination of information on the value of single-copy sales. This could include a possible conference sponsored in cooperation with the American Society of Newspaper Editors, the International Circulation Managers Association, the Newspaper Advertising Bureau, and the International Newspaper Advertising and Marketing Executives.
- Furthering the application of computer systems to newspaper circulation and distribution. This, too, could include a conference sponsored jointly with ICMA, NAB, and the Institute of Newspaper Controllers and Finance Officers.

Among the issues brought up by attendees at the Sept. 12 meeting were:

- Attempts to "personalize" newspaper reporting by promoting the personalities of writers. Committee members said such efforts have been hampered at some papers by resistance from reporters and editors who view them as unethical or not in keeping with the role of impartial journalists. Research into the success of such promotions and strategies for gaining the cooperation of editorial personnel were suggested.
- The attitudes of black readers toward their local dailies. Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, said few newspapers have expressed interest in a new model research study on this topic. Bogart said the study, available from NAB, can yield in-depth, localized information, as opposed to existing national data on readership patterns. John Mauro, director of research for Media General Inc., said his company's dailies in Richmond, Va., plan to use the model in a study of black readers there.
- Concerns about the audit bureau. Grover J. Friend, publisher of the Bucks County (Pa.) Courier Times, noted that some ABC rules, such as a prohibition on newspapers promoting coupons carried in a given issue and a new requirement that circulation be reported by ZIP code, are in response to the needs of ABC's advertiser-members.

A member of the ABC board, Friend said the organization is considering changing its newspaper primary-market areas to market zones designated by publishers. He added that it is studying the possibility of making available in computerized data banks information currently carried in its printed reports. ☐

Carrier in Omaha abducted, killed; assailant at large

Thirteen-year-old Danny Joe Eberle, a carrier for the Omaha (Neb.) World-Herald, was abducted from his morning delivery route Sept. 18 and found stabbed to death three days later.

It was the third major crime involving a youth carrier in the United States in just over a year. All three incidents occurred during Sunday morning deliveries.

Eberle disappeared between 5:30 a.m. and 8:30 a.m. from a residential area about 10 blocks from his suburban Bellevue home. His body was found in a rural area adjacent to Offutt Air Force base just outside Bellevue.

Bill Donaldson, director of circulation for the Omaha World-Herald, said in late September the police had made no arrests, although they were pursuing a number of leads. The newspaper contributed $10,000 to a reward fund, formed by local businesses, that had reached $25,500 by late September. The Lincoln (Neb.) Journal and Star were among other contributors.

In the two earlier cases:

- A 17-year-old Rockeville Centre, N.Y., youth is awaiting trial on charges he murdered a 14-year-old Newsday carrier in March [presstime, June 1983, p. 23].
- A 12-year-old carrier for the Des Moines (Iowa) Register, who disappeared from his delivery route on Sept. 5, 1982, still has not been found [presstime, Dec. 1982, p. 46]. ☐

It's not too late to join Safe Driving Campaign

The Safe Driving Campaign cosponsored annually by ANPA and the International Circulation Managers Association has enrolled 46 new newspaper participants in a recent promotional drive. A total of 598 newspapers participated in the 1982 campaign [presstime, May, 1983, p. 49]

Officials said it is not too late to join the 1983 campaign. Contact the ANPA Newsprint/Traffic Department or ICMA, both of which are located at The Newspaper Center in Reston, Va. ☐

Latest tack for papers in cable TV is to video

By Margaret Genovese
presstime staff writer

It's fall, time for the debut of new television programs. But the network bigwigs in New York City are not the only ones trying out new programming. Forty miles away, at the Long Island newspaper Newsday, executives are veiwing pilots of two new programs—one aimed at minorities, the other at children—and deciding whether to air them on the paper's five-month-old cable TV channel.

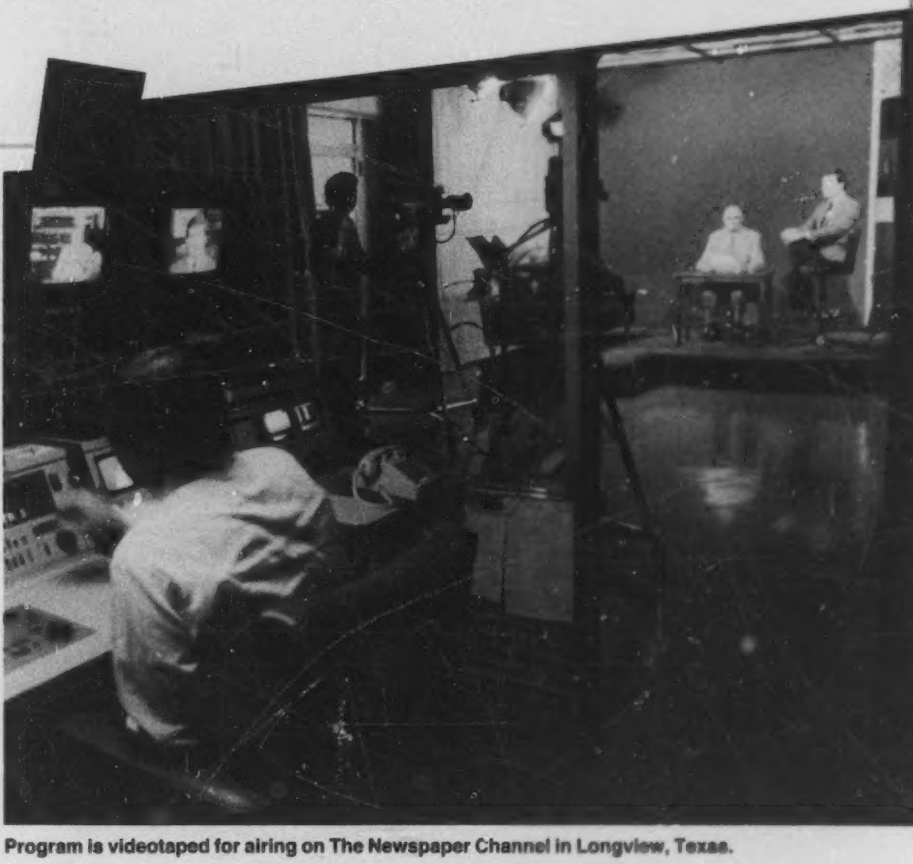
What Newsday is doing is but one example of newspapers' new strategy in the cable television sweepstakes—turning to video programming.

ANPA's director of telecommunications affairs, Kathleen Criner, says she has detected a "very definite trend" in the direction of video. She estimates that 40 to 50 percent of newspaper-cable projects today involve some video programming. When she began tracking newspaper-cable projects two years ago, the emphasis was on text services.

As might be expected, the video programming being produced by newspapers is not of the game show or soap opera variety. It is primarily news and information programming, including newscasts with the newspapers' reporters on camera, and advertising, including longer so-called "informercials."

One reason for video's popularity may be that some people "perceive video programming as a better use of the medium and potentially more lucrative" than text, Criner says. She notes that three newspapers' cable-text services have closed this year [presstime, Sept. 1983, p. 20].

However, the situation is not as clearly defined as text vs. video programming, because many newspapers are doing both. "They are not mutually exclusive," Criner observes.



Program is videotaped for airing on The Newspaper Channel in Longview, Texas.

She also believes that adding video programming to text services and providing a way for cable subscribers to select the text to read may be the key to success. To date, except for several experimental, cable-based videotex and teletext services, the textual matter carried on cable channels scrolls automatically—under the control of the channel operator, not the cable subscriber.

Integrated with the newspaper. There is nothing new in newspaper companies producing video programming. They were among the first to become owners of broadcast TV stations and remain among the ranks of broadcasters today.

However, unlike broadcast TV, much of newspaper cable video programming is essentially electronic versions of the paper.

An example is The Newspaper Channel, a service provided over a cable channel leased from the local Cox Communications Inc. cable system by the 17,088-circulation Longview (Texas) Morning Journal and the 15,509-circulation Longview Daily News. The newspapers are owned by Cox Enterprises Inc.

The channel's video newscasts, at 6:30 p.m. and 10 p.m., are introduced with a film clip that begins with a sound familiar to anyone who has been in a newspaper pressroom while an edition is being printed—the ringing of the bell alerting that press start-up is imminent. Scenes of the Longview papers' presses in operation are alternated with shots of the papers' newsroom personnel at work.

The newspaper references do not stop there. That day's front page provides the backdrop as the program begins. As an individual story is mentioned, the backdrop becomes a closeup of that printed story in the newspaper.

During the program, the cable newscaster interviews the newspapers' reporters about the key stories they wrote. The program ends with the newscaster holding up both newspapers and advising viewers to be sure and read them.

Like newspapers, but unlike traditional television newscasts, these newscasts are expandable. They range from 35 minutes to an hour, depending on the nature of the news each day.

The channel also provides live coverage of bimonthly city council meetings. The coverage is promoted in the newspapers' stories prior to the meetings.

When it is not airing video programming, The Newspaper Channel provides text news and advertising.

The channel has been in operation since March 14. And the channel's general manager, Bert Haney—who doubles as newscaster and comprises a third of the channel's staff—is eager to expand the video programming.

Two programs on high school football—one with highlights of games, the other with interviews with the coaches—were added in September. In the works are a business program, a fishing report, an adopt-a-pet program and a program on which job seekers will be able to give personal pitches.

Reasons for venturing into video. The Longview channel is serving as an experiment for Atlanta-based Cox Enterprises.

David C. Scott, the company's director of telecommunications services, says there are several reasons a newspaper might get into video programming on cable, "and not all of them are defensive."

In the case of markets like Longview where there is no local broadcast television station, Scott says there is an opportunity to establish what is in effect the "local TV station." The 16,000-subscriber cable system in the Longview area does not carry other locally produced programming.

Another reason for going into video programming is that advertisers may find it more appealing than text programming.

"Advertisers didn't understand text television," says Mark B. Atkinson, general manager of Leader Telacable at the Leader-Telegram in Eau Claire, Wis. (evening, circulation 33,387). Thus, early this year, Telacable began producing video newscasts, commercials and longer "infomercials" to supplement the two-year-old text service being offered on a leased channel. "Television to them (advertisers) was sound, sight and motion," says Atkinson.

But the newspaper did not want to abandon text because it hopes eventually to offer an interactive text service. "Consequently, we decided we needed some old-fashioned sound, sight and motion laced into the text to keep the cash flow going," he says.

Viewers also have influenced a newspaper's decision to go into video programming.

Worcester (Mass.) Telegram & Gazette Inc., publisher of the Worcester Telegram (morning, circulation 55,866) and The Evening Gazette (86,179), had been providing a text service on a leased channel and had done a few "advertising-oriented" video programs as a promotional tool, according to Sharen M. Abbott, coordinator of telecommunications.

Then, in a focus-group setting, cable subscribers said that while they liked the text service, often they did not watch television as much as listen to it and would be interested in having a video newscast.

At about the same time that desire was made known, the only television station in the city began changing to subscription TV service, Abbott says.

Five-minute video newscasts, using personnel from the company's Worcester radio station, were launched in July nightly at 5:30, 6:30 and 7:30. Video commercials will be added. "While we have the use of a channel, we feel we ought to explore all the opportunities that having a TV channel offers us," Abbott says.

Studio lights are adjusted for one of the experimental video projects of The Record in Hackensack, N.J.

Programming alternatives. Other newspapers ranging from the 13,810-circulation Bartlesville (Okla.) Examiner-Enterprise to the 525,217-circulation Newsday [presstime, July 1983, p. 18] are producing video over cable channels they control.

But it is not necessary to have access to an entire channel to get into video programming. Another way is by inserting brief local news and/or advertising spots into the "windows" that satellite-delivered cable networks provide for local programming.

One of the most ambitious of these types of projects is that of Gulf Publishing Co. Inc., publisher of The Sun (morning, 13,098) and The Daily Herald (evening, 39,559) in Biloxi, Miss.

From a studio built at one end of the newspapers' newsroom, five-minute newscasts have been produced twice daily since last March for insertion into CNN Headline News, the Turner Broadcasting System service. The company also is selling and producing video advertising for Turner's Cable News Network and for ESPN, the 24-hour cable sports network.

According to President and General Manager Roland Weeks Jr., the system will be highly automated next year when a satellite dish and a microwave tower to be erected on the newspapers' property begin operating.

Then, the signals of the satellite-delivered cable networks will be received at the newspaper, the news and advertising spots will be inserted into the programming, and the signals will then be transmitted by microwave to three area cable systems. Currently, videotapes of the newscasts, still considered experimental, are being hand-delivered to one cable system for insertion, and the advertising spots are being hand-carried to three cable systems.

Although revenue has fallen short of projections made when the advertising service began in March 1982, Weeks says growth has been "healthy," and he expects the service to break even next year.

There are variations on the insertion theme. For example, the Fort Myers (Fla.) News-Press (morning, 79,916) has a currently profitable division that sells and produces video advertising—but not news—for CNN, ESPN and the music network MTV.

At the Biloxi, Miss., newspapers, the newsroom provides the setting for twice-daily video newscasts.

And newspapers are exploring other video-programming options.

The Record in Hackensack, N.J. (evening, 149,853), has produced a weekly news magazine that was shown on three area cable systems for 13 weeks, a training program for new newspaper employees, a question-and-answer session with the publisher that was available for viewing on TV monitors in the newspaper's cafeteria, and several featurettes—one of which was sold to NBC television.

According to project director Mark Howatt, senior editor of the newspaper, The Record has hired a consultant to examine the feasibility of establishing a video production studio in the Hackensack market.

Another New Jersey communications company, the Asbury Park Press Co., publisher of the Press (evening, 117,872), already has established a video-production facility.

Through its wholly owned subsidiary Press Broadcasting Co., which operates AM and FM radio stations, the company produces a biweekly, public affairs interview program entitled "Newsmakers"; a biweekly interview program with New Jersey Governor Thomas Kean called "The State of New Jersey"; a 15-minute daily exercise show, "Take 15," which is followed by a dieting program, "The Willpower Quarter Hour"; a weekly half-hour program, "Casino Line," explaining how to play various games at Atlantic City's casinos; and a weekly half-hour cooking show called "The 20 Minute Gourmet."

All are distributed by Cable Television Network, a statewide network of cable systems with more than 700,000 subscribers.

Some venture out. But not every newspaper that gets into cable video programming stays in.

Nine months after it began producing news and advertising for the two-minute local window of CNN, The Sun-Tattler of Hollywood, Fla. (evening, 36,697), earlier this year folded the operation. "We were just unable to generate enough revenue to cover the cost of the program," explains Arthur Segall Sr., vice president and general manager.

The Houston Chronicle also got out. It had provided editorial research and on-camera reporters for a cable business program, "Business Edition," co-produced and shown by cable systems in Dallas and Houston. It decided not to continue its involvement because the program was based in Dallas, outside of its market area.

Tips for video programmers. ANPA's Criner advises newspapers thinking of getting into video programming on cable to first "consider very carefully whether there are other sources of local programming" in the market and then ask themselves "whether they can provide something that is unique and of value to the commmunity that will serve a need."

The next thing to consider, she says, is budget. Video programming "tends to be somewhat expensive."

The Biloxi newspapers will have spent close to a half million dollars on their project by the time their cable system network is operational. About half of that amount will have been spent on production equipment, the other half on satellite and microwave equipment.

The Longview, Texas, newspapers spent about $160,000 for the text and video equipment they are using.

But a firm headed by a former newspaper executive says newspapers can get into video programming for far less.

Madison M. Myers Jr. of News Cable Associates says he got the Daily Record of Morristown, N.J. (morning, 61,190), into the business of inserting local news into CNN Headline News last year for a capital expenditure of less than $25,000.

Another thing the cable-video entrepreneur should consider is hiring at least one person with broadcast experience to work on the project, ANPA's Criner says.

And how have the newspapers' staffs reacted to the video projects?

"They like it," says Haney of Longview. "Everybody's a ham." ☐

All the news that's fit to view?

The latest newspaper company to join the video-cable ranks is The New York Times Co., which Sept. 14 announced formation of a joint venture with Warner Communications Inc. to produce programs for cable television using news staffers of the Times on camera.

Bill would restrict cable TV ownership by newspapers

A bill that would prohibit cross-ownership of newspapers and cable TV systems in the same market was being readied for introduction by the House Telecommunications, Consumer Protection and Finance Subcommittee in late September.

The bill will serve as the basis of further hearings in the subcommittee, which already has held several days of hearings on the general subject of cable TV regulation.

According to a subcommittee aide, in addition to barring newspaper/cable cross-ownership, the bill also would prohibit broadcast/cable and telephone company/cable cross-ownership in the same market. There currently is no federal cable/newspaper cross-ownership prohibition, but Federal Communications Commission rules bar broadcast/cable and telephone/cable cross-ownership.

A cable regulation bill, S 66, passed by the Senate June 14, contained no new media cross-ownership restrictions and also prohibited states and localities from imposing any [presstime, July 1983, p. 30].

In another departure from the Senate bill, the House subcommittee bill requires cable systems to set aside from 10 to 15 percent of channels, depending on the size of the system, for leasing by programmers. There is no such mandatory leased-access provision in the Senate bill.

The House bill also contains a stronger public-access provision than the Senate bill. S 66 allows cities to require system operators to set aside channels for public, educational and governmental programming, but does not mandate they do so.

But like the Senate bill, the House bill would prohibit regulation of cable TV as a common carrier and would put a lid on franchise fees imposed by municipalities on cable system operators. ☐

Lottery for LPTV begins

The first FCC lottery for low-power TV construction permits was scheduled Sept. 29 for 26 markets. Newspapers were in the running in at least seven of them [presstime, May 1983, p. 33]. ☐

Telecommunications notes

The Federal Communications Commission voted 3-1 Sept. 22 to open a rulemaking proceeding aimed at eliminating or easing its **multiple ownership rules.** Those rules limit the number of broadcast outlets that one owner may own to seven TV stations, seven AM radio stations and seven FM radio stations.

There will be a 60 day comment period after the proposal is printed in the Federal Register.

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The FCC Sept. 9 gave Satellite Business Systems the authority to sell or lease transponder space to publisher Rupert Murdoch's News Satellite Ltd. for a **direct broadcast satellite service** [presstime, June 1983, p. 19]. The service, to be called "Skyband," is expected to begin this year.

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Communications consultant **Edward M. Johnson & Associates Inc.** of Knoxville, Tenn., has sued 12 newspaper companies or newspaper executives in 11 states for breach of contract for nonpayment of fees.

Several of the newspapers, which hired Johnson to assist them in filing low-power TV applications with the FCC, have filed countersuits claiming Johnson's work to be inadequate.

Trial of the first of the suits is expected to begin this month, according to Johnson's attorney. At least one of the cases against a newspaper defendant has been dismissed; another has been settled out of court.

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According to the A.C. Nielsen Co., an estimated 32,930,140 U.S. households, or 39.3 percent of households with TV sets, are **cable TV subscribers**. This is an increase of 18 percent from July 1982 when Nielsen put the number of cable TV homes at 27,884,000, or 34 percent of all TV households.

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Time Inc. President and Chief Executive Officer J. Richard Munro said his company will be **"winding down" its teletext project.** "We got into it too soon," Munro said in a Sept. 21 speech at Duke University.

Time has been experimenting with teletext in cable-TV systems in Orlando, Fla., and San Diego, Calif. The Sentinel Star Co. and The Copley Press are supplying local information for the experiments in Orlando and San Diego respectively [presstime, Dec. 1982, p. 12].

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The former chief of the National Telecommunications and Information Administration has asked the FCC to consider requiring all new color **TV sets to be equipped for teletext and videotex**. Henry Geller, now director of the Washington (D.C.) Center for Public Policy Research, estimated this would add less than $100 to the cost of sets when they are mass produced. He said it could result in "a remarkable speeding-up of the telecommunications/information revolution in the U.S."

Geller cited the 1962 law requiring all TV sets to be equipped to receive UHF channels as precedent for this kind of government action.

• • •

The Canadian Radio-television and Telecommunications Commission has **renewed the licenses** of two radio stations and a TV station in Calgary, Alberta, owned by CFCN Communications Ltd. CFCN is wholly owned by Maclean Hunter Ltd., which owns 49.7 percent of The Calgary Sun.

This marks the fourth time in two months that the commission has approved the continuation of media cross-ownership situations despite a government directive generally ordering it not to renew broadcast licenses of applicants owning daily newspapers in the same market area [presstime, Sept. 1983, p. 45].

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The Daily Pantagraph of Bloomington, Ill., is operating an experimental, telephone-based videotex service. The **Pantagraph Informant** charges its 150 subscribers 2 cents for each screen of information called up.

Subscribers can use any personal or home computer to obtain agricultural and business news, listings of local social and civic events, reviews of movies and TV programs, sports features, weather information and word games. A Radio Shack TRS-80 Model II microcomputer is used to store the data base. The service is being promoted by the newspaper and computer stores. ☐

Robert L. Ballow

Former carrier delivers legal advice for papers

By C. David Rambo
presstime staff writer

Like many young people, Robert L. Ballow entered the newspaper business as a carrier because he needed the money. Like some other carriers, Ballow stayed and worked his way up the ladder, ultimately becoming director of circulation and labor relations.

However, unlike any other carrier before or since, Ballow put himself through night law school and went on to build a practice with special expertise in labor and newspaper circulation law. His carrier-boy street smarts coupled with his country-lawyer brand of savvy have made him special to many newspaper publishers.

"He is uniquely qualified to handle circulation matters" because of his one-of-a-kind background, says James H. Hale, president, publisher and chairman of the Kansas City (Mo.) Star Co.

"My goal in life was always to work for a newspaper," says the 52-year-old Ballow in his mellow, Southern drawl. "I never dreamed I'd practice law."

When he was 11 years old, he started work as a carrier for Newspaper Printing Corp. of Nashville, the agency that oversees the joint operating agreement between The Tennessean and The Nashville Banner. From there he scrambled up the job ladder including assistant route manager, circulation department supervisor, state circulation manager, director of personnel and labor relations, and, in 1968, director of circulation and labor relations and member of the corporation's board.

All the while, Ballow was attending Nashville public schools, George Peabody College of Nashville, now a part of Vanderbilt University, and Nashville Night Law School, also known as the YMCA Night Law School. "I just like to go to school," he says. After receiving his law degree in 1962, he became a member of the Tennessee bar and started a part-time practice while continuing to work full-time for the Nashville dailies.

Ballow says that because of his expertise, executives from other newspapers would call him and say, "Gosh, we've got this particular problem with the ITU (International Typographical Union). Could you write up some language for this? Our lawyer really doesn't know what we want to do."

That on-the-side practice lasted until 1970 when Ballow says he realized, "I think I can make money at this." He and another Nashville lawyer, Frank King, formed King & Ballow. The firm now is known as King, Ballow & Little and boasts a staff of about 30 lawyers. Ballow and his associates deal in all sorts of newspaper legal affairs—including First Amendment matters—as well as business law of a more general nature.

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Robert L. Ballow

Although he does serve as general counsel to the International Circulation Managers Association, Ballow says he has declined offers to serve as general counsel to newspaper companies. Instead, he has built his practice on representing many newspapers—more than 200 to date—for more specific tasks.

For example, Kansas City's Hale says that Ballow has conducted all of his union negotiations since 1971, when Hale was an executive at the Clearwater (Fla.) Sun. Hale recalls that the Sun "had kind of a pesky pressmen's bargaining unit" running him ragged in contract talks. "I was meeting myself coming and going." Hale summoned Ballow. "When he bargains with these people it's never grim. . . . He never loses his sense of humor," Hale says, adding that negotiations are marked by a cordial, sometimes even festive, mood. Nevertheless, "when they're done, he walks away and hasn't given them anything."

Another Ballow friend, Ralph L. Saunders, says, "He's got this country-bumpkin type of personality, and he exploits the hell out of it." But those who know him well also stress that Ballow is a hard-driving professional—both on his subordinates and himself.

His work involves much travel and time away from home. Ballow usually is on the road several days a week. Although he often stays in luxurious accommodations, friends say he is perfectly content to spend quiet evenings working in his hotel room with only a cheeseburger and a glass of milk for dinner. "He's a cheeseburger freak," says one.

A six-day workweek is Ballow's norm. He works late most nights, often staying up until early morning preparing for the next day's tasks. Hale knows first-hand of the hard-charging lawyer's work habits because Ballow stays at the Kansas City publisher's home on visits to that city. Hale has even dubbed a guest room in his house the "Ballow Shrine."

Saunders, a Nashville businessman who was once business manager and treasurer of The Tennessean, attributes Ballow's affinity for hard work to the lawyer's modest beginnings. Ballow, like Saunders, came from a poor family. "When we get to telling 'poor' stories, I don't know which of us can tell the better, or worse, one," Saunders says.

Ballow takes little time out for recreation. However, he does enjoy houseboating—he has had nine of them—and often entertains on his craft. Ballow keeps his boat on Old Hickory Lake near the Nashville suburb of Gallatin, Tenn., where he lives in a large waterfront home located two doors down from that of country singer Barbara Mandrell.

Ballow and his wife, Betty, have two children. His daughter, Tina, is assistant director of human resources at Parade magazine's new printing plant in Dickson, Tenn.; his son, Brent, is working toward his master's degree in business administration at the University of Tennessee. ☐

Vivid writing can compound tragedy for victims

By Louis W. Hodges

The car went out of control, probably the result of horseplay on the front seat, left the narrow dirt road and came to rest in the river. Two of six young men found a small air pocket in the submerged vehicle and were able to breathe while searching for an exit. Four died.

Louis W. Hodges

A survivor told what happened that night. He had watched one friend die. He saw his hand "reaching up toward him from below the water level." He pulled on the arm but was unable to free his friend, whose leg was caught under a seat. "When the air bubbled up," he knew the friend had drowned.

The mother of the victim had not known about her son's last moments until she read the 1,100-word account of the accident in the newspaper. She wrote to the editor, "It is bad enough to know your son drowned, but reading in that cruel paper how he was reaching to be saved will haunt me for the rest of my life. All I can see is his hand reaching. God, hasn't anyone got a heart anymore?"

Paul Dellinger's story in the Roanoke (Va.) Times and World-News was a splendid piece, the kind editors delight in, the kind readers devour. The details of the wreck, those things that preceded and perhaps caused it, were vividly told.

Editorial Page Editor Gene Owens responded to the mother's letter with a sensitive piece that told of some of his experiences in reporting on tragedy. Though Owens did not seek to excuse the paper, or to justify the further hurt it caused the mother, he did acknowledge that hurt. "Hers," he wrote, "is a poignant account of how newspapers and other media, when they are doing their job, can heighten the pain of those who have lost loved ones through tragedy. . . ."

We should report tragedy, and we probably cannot avoid hurting people sometimes. We are not sensitive enough, or wise enough, to avoid every instance of hurt. But can we not improve? When we report tragedy, as we sometimes should, we run special risks of causing further pain to victims. Are there ways of minimizing that pain? Does the need to report tragedy justify causing that pain?

There are good reasons for reporting tragedy. A vivid report can alert others to special dangers and help others to avoid similar fates. A report on a fatal wreck may warn people of the dangers of horseplay, or treacherous spots on a narrow road.

In addition to serving as a warning, the reporting of tragedy can often help by stimulating sympathy in the reader. It gives occasion for human beings to experience compassion and deep feelings of concern for others. It can prompt friends to be more supportive of those hurt.

But when we report tragedy, we need to remember that we are dealing with what I think to be a special category of people. I call them the "innocent victims of tragedy." They are innocent. Tragedy struck them; they did nothing to cause it, and they usually could not have anticipated and prevented the bad thing that happened. They feel that they have been victimized by hostile forces beyond their control. They hurt.

It often, though not always, hurts again when a news story prompts a reliving of the tragic event. Sometimes, as in this case, the story may provide information that the victims did not have, and that causes further pain. But, unlike the original tragedy, this new pain is avoidable. The problem journalists face is to find ways of avoiding it.

Following the wreck in which the four young men died, the editors of the Times and World-News invited me to conduct a seminar on the ethics of reporting tragedy. Virtually the entire news staff participated. There was among them a widespread concern that the paper had apparently caused pain to this mother. But there was also a mood of perplexity about how to avoid doing so in the future. That perplexity was captured by Assistant Managing Editor Rich Martin, who later wrote on the op-ed page: "But how prescient can we be? Can we, as reporters and editors, always look at our stories just as the people we are writing about would look at them?

"I am afraid," he continued, "we will never be 100 percent effective in preventing needless pain. There will always be cases where something that seemed innocuous to us causes anguish. . . . When that happens, we will wish that we had changed the story, wish that we had done things somehow differently so that we could have prevented additional hurt."

He is right about that. There are some things we can do that might help. The following suggestions are at least a beginning:

First, we can maintain a higher level of awareness of the problem by recognizing that the "innocent victims of tragedy" do constitute a specially vulnerable category of people in the news. An occasional newsroom ethics conference with a sympathetic and informed outside critic can help, as I think ours did at the Times and World News.

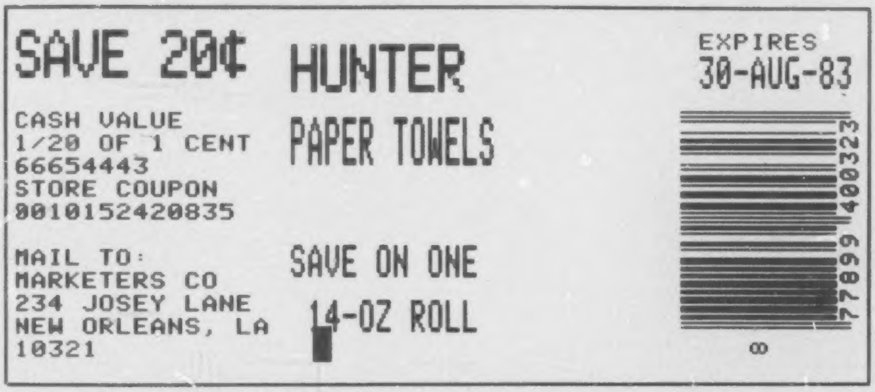
Second, we can be more careful to identify the specific public need for each story about tragedy. Our reports would then be more likely to focus on and to highlight those elements of the story that are useful and important for people to know. We would be less likely to tell a tragic story just because it is a "good story."

Third, once the story is written, we can reflect on it from the point of view of the victims. We cannot always see it as they would, but most of us can muster sufficient imagination to succeed most of the time. This requires only that we use the test of the "Golden Rule": Do unto others as you would have them do unto you. While not a very solid foundation for journalism ethics, the "Rule" does sometimes provide a useful test for some of our decisions. ☐

Hodges is professor of religion at Washington and Lee University in Lexington, Va., where he is also academic director of the Institute for Executives and director of a program on "Society and the Professions: Studies in Applied Ethics." Currently, he is on leave to write a book on journalism ethics.

Enter another coupon competitor: a computer

By Elise Burroughs
presstime staff writer



SAVE 20¢
CASH VALUE
1/20 OF 1 CENT
66654443
STORE COUPON
0010152420835

MAIL TO:
MARKETERS CO
234 JOSEY LANE
NEW ORLEANS, LA
10321

HUNTER
PAPER TOWELS

SAVE ON ONE
14-OZ ROLL

EXPIRES
30-AUG-83

778899 400323

Grocery shoppers have instant access to computer coupons like this one.

Newspapers' corner on the trade in cents-off coupons is being invaded by a new competitor: computers.

On Oct. 3, 240 computer terminals are scheduled to begin dispensing coupons in supermarkets in the Dallas-Fort Worth area. The concept was tested last year in the same area.

Chester L. Lemon, chairman of Electronic Advertising Network Inc. of Grand Prairie, Texas, said in September that within the next few months, additional terminals will be installed in Denver and then in the Texas cities of Houston, Austin and Waco. He expects that supermarkets across the country eventually will have EAN coupon dispensers.

Resembling a video arcade game, EAN terminals consist of a television screen, a slot for inserting plastic cards and a coupon dispenser.

A shopper activates the dispenser by inserting any plastic card with a magnetic strip. A person lacking a magnetically encoded card, such as a credit card, will be able to obtain one by mail from Lemon's company. The card system prevents the dispenser from being used by children or idle experimenters, he said.

Once activated, the eight-color computer screen displays eight coupons. To obtain a coupon, a shopper touches the screen where that coupon is displayed. The machine then prints and dispenses the coupon in three seconds.

Each terminal can accommodate four different screens of eight coupons each, for a total of 32. Manufacturers may specify that coupons be offered for as few or as many days as they like. The entire file of coupons is changed weekly by reprogramming EAN's central computer.

Lemon said the initial test using 30 computers showed consumers will redeem 80 to 90 percent of the coupons ordered, far higher than the average redemption rate for newspaper or magazine ads. Coupon availability at the point of purchase eliminates the need to carry coupons around and also stimulates impulse buying, Lemon said.

The computer records the number of the card used and will issue no more than the manufacturer-specified number of coupons per card. An individual can obtain coupons for each card he or she carries. Although that leaves the system open to some abuse, Lemon said manufacturers do not consider the possible threat significant. In fact, by keeping meticulous records of where coupons are printed and used, the system is expected to cut down on fraudulent redemption, he said.

Initially, a manufacturer offering a coupon through EAN is charged $20 per week per terminal, or $4,800 for the Dallas-Fort Worth market. EAN's costs, in addition to the necessary computer hardware and software, include leasing spase in participating supermarkets and promoting the system on television.

Lemon said it is too early to predict how EAN will affect newspapers' share of the coupon advertising market.

John Kelley, project director for the Newspaper Advertising Bureau, said the bureau has no information on EAN or its potential impact.

NAB's recent study, "Close-Up on Today's Food Marketing," revealed that 71 percent of the consumers interviewed make lists before they go shopping; that 74 percent use coupons; and that of those who use coupons, 89 percent get them from newspapers.

Newspapers carried 77.9 percent of the 119.5 billion coupons that manufacturers distributed last year [presstime, April 1983, p. 35]. ☐

Media Records edges toward inch reports

Media Records Inc. has asked newspapers subscribing to its service to vote on a plan to change the reporting of newspaper advertising from lines to inches.

This would bring Media Records' reports into compliance with the expanded Standard Advertising Unit system that recommends the column inch be adopted as the unit of measure for newspaper advertising [presstime, July 1983, p. 16]. The new, voluntary SAU system is scheduled to go into effect July 1, 1984.

Questionnaires detailing the proposal, including a formula for converting lines into inches, were sent in August to Media Records' 245 daily and Sunday newspaper subscribers.

Media Records President Sal Lane said in September that 35 percent of the subscribing newspapers had responded, and all were in favor of the plan.

Subscribers' questions about the plan will be answered as they are received and a status report will be presented in January to the Measurements Committee of the International Newspaper Advertising and Marketing Executives, Lane said. That committee endorsed the Media Records proposal in July.

If the change is approved, Media Records will begin reporting in inches in January 1985. ☐

ROP ads beat marriage mail, study shows

Eight times as many Sears shoppers were motivated by run-of-paper advertising carried in a daily newspaper as those motivated by advertising delivered through marriage mail.

That was a key finding of a research study conducted in June by the St. Petersburg (Fla.) Times and Evening Independent in their market area.

The newspapers' advertising director, Leo L. Kubiet, called the project "a milestone" in newspapers' efforts to meet competition from marriage mail.

The St. Petersburg dailies proposed the comparison research project after local Sears stores switched part of their advertising from the newspapers to a marriage-mail plan sponsored by Advo-System Inc. Sears agreed to participate, with the provision that the newspapers share the findings—whether favorable or not—with Sears.

Kubiet acknowledged that the newspapers took a calculated risk in going along with that arrangement, but he said they were confident "the research would show we can do a better job."

Researchers conducted interviews with 5,485 customers in three Sears stores over an eight-day period, Sunday through Sunday. According to the shoppers, 3 percent said they were motivated to purchase particular items at Sears by an advertising insert received in the mail midweek. In contrast, 25 percent said they were motivated by Sears' ads appearing in the papers on the first Sunday and on Tuesday.

The newspaper researchers also gathered information on other aspects of customers' shopping habits.

The newspapers' research manager, Jack Vernon, cautioned that the results apply only to the St. Petersburg market, but the study is a type that could be replicated in other markets.

Eugene C. Patterson, president and editor of the papers, will give a presentation on the project and its findings at an American Press Institute seminar this month in Reston, Va. ☐

Top 25 U.S. newspaper advertisers compared to top advertisers in all media

Advertiser	Rank among newspaper advertisers	Rank among 100 top national advertisers	Ad expenditures in newspapers 1982	Ad expenditures in newspapers 1981	Ad expenditures in all media 1982
R. J. Reynolds Industries	1	4	$123,174,800	$142,344,700	$530,300,000
General Motors Corp.	2	3	86,965,200	65,502,100	549,000,000
Philip Morris Inc.	3	5	83,793,800	90,602,700	501,700,000
Ford Motor Co.	4	12	45,582,600	31,989,700	313,500,000
Batus Inc.	5	24	42,893,600	45,909,600	235,000,000
AT&T Co.	6	7	34,467,200	21,530,600	373,600,000
Chrysler Corp.	7	35	29,597,500	30,955,700	173,000,000
RCA Corp.	8	38	28,273,300	29,536,900	160,100,000
Delta Air Lines	9	94	24,664,600	21,653,100	49,300,000
Pan American	10	80	24,077,700	17,984,300	72,000,000
Loews Corp.	11	60	22,645,400	49,591,300	103,300,000
Eastern Air Lines	12	89	21,625,400	23,670,000	57,400,000
Time Inc.	13	49	20,186,700	17,825,300	130,100,000
Trans World Corp.	14	66	19,857,300	17,354,100	91,600,000
Warner Communications	15	25	18,875,600	13,324,000	232,200,000
AMR Corp.	16	87	18,813,000	20,068,100	61,600,000
Volkswagen of America	17	61	16,025,300	8,982,800	98,000,000
CBS Inc.	18	41	15,917,700	15,822,600	159,000,000
Toyota Motor Corp.	19	58	15,611,100	11,229,100	111,300,000
American Express Co.	20	63	11,840,300	6,429,600	95,500,000
Texas Air Corp.	21	*	10,574,900	7,631,200	*
American Broadcasting Cos.	22	100	10,299,300	10,270,300	42,800,000
Seagram Co. Ltd.	23	44	9,851,300	12,758,300	153,000,000
Nissan Motor Corp.	24	55	9,742,800	8,824,000	117,600,000
U.S. Government	25	29	9,633,600	8,798,600	205,500,000

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*Not ranked among the top 100 national advertisers.

Blair intends to buy remaining Advo stock

John Blair & Co. has announced tentative plans to exercise its option to buy the remaining shares of Advo-System Inc. voting stock.

Blair, which several months ago bought 8 percent of the voting shares for $3 million [presstime, Aug. 1983, p. 9], would pay $33 million for the other 92 percent.

James A. Jurist, vice president and treasurer of John Blair & Co., said the acquisition is contingent upon his company's review of financial documents pertaining to Advo's financial status. The acquisition could take effect as early as the first quarter of next year, he said.

Some observers have said that Blair's acquisition could mean that Advo will be given a major boost with infusion of capital and strong management. However, Jurist said the only new capital Advo will receive directly from the deal is the $3 million paid for the 8 percent of voting stock. The other $33 million will go to Advo's owners, he said.

Jurist added that Blair considers Advo's existing management to be strong and that major personnel changes are not planned.

Jurist said the acquisition would not result in a significantly stepped-up schedule for the Network Mail program.

Network Mail is a joint project of Advo and a Blair subsidiary, John Blair Marketing, in which cents-off coupons are delivered as part of marriage-mail packages. Launched last June, Network Mail packages so far are being delivered at least once a month to more than 41 million households in the top 150 metropolitan markets.

Advo is the largest direct-mail processor in the United States. Based in Hartford, Conn., the firm was a pioneer in the development of marriage mail, a system in which two or more advertising circulars are put together as one third-class piece of mail.

Blair is a marketing and communications corporation with interests in broadcasting, coupon marketing and commercial printing. ☐

Ad bureau offers help to newspapers

It's time for a change in political ads

By Craig C. Standen

Over the next 14 months, hundreds of millions of dollars will be spent on political advertising. In recent years, most political advertising has been on television. Very little has been in newspapers [presstime, Feb. 1983, p. 30]. But I believe, as the politicians themselves often say, "It's time for a change."

Craig C. Standen

As network television viewing continues to drop and audience fragmentation keeps increasing because of the growth of cable television, political consultants and campaign managers as well as advertising agencies are worried about TV's effectiveness in reaching key voter groups. In addition, research studies show that commercials themselves are becoming less effective in terms of recall and persuasiveness.

The bureau's National Advertising Sales Department regularly makes sales calls at the political parties' national committees and is in contact with the campaign headquarters of presidential candidates. And, as it has every presidential election year since 1972, the bureau is offering its one-order, one-bill service to all 1984 presidential candidates. (In 1980, incidentally, the Reagan campaign spent more than $2 million through the one-order, one-bill service.)

But the overwhelming majority of political advertising—even for presidential candidates—is bought at the local level. This means it must be *sold* at the local level, and this is where daily newspapers' opportunity lies.

To help your newspaper cash in on this opportunity, the bureau last month introduced "How to Win Votes and Influence People," a 22-minute slide presentation designed to sell newspaper use to those who influence media buying for political advertising.

The presentation emphasizes the strengths of the daily newspaper—its ability to reach voters (and especially the most influential voters), its unique position of influence in the community, its believability as an advertising medium and its upscale audience compared to television. In addition, the presentation features case histories of newspaper advertising campaigns that played a major role in winning elections, and it offers a number of creative suggestions that can be tailored to particular needs.

But conversations with political consultants and with newspapers that have been especially successful in obtaining political advertising suggest that it takes more than one successful presentation to overcome the deep-seated conviction of many political advertising experts and candidates that only television can deliver the votes they need to win.

Here are some of their suggestions:

1. **Make an overall selling plan.** Analyze your market, your circulation and that of competing media in terms of the needs of political advertisers (just as you do for any other advertiser). Put together a timetable for sales calls, seminars and workshops, special editorial and advertising supplements, and other selling activities.

2. **Identify all the buying influences.** Each candidate has a different organizational setup, and advertising plans are often influenced by people who don't seem important.

3. **Start early, very early.** Campaign media plans are made early, and budgets are drawn up long before the advertising actually starts. If you haven't made the case for advertising in your paper well before the start of the primary campaign, you'll almost always be too late.

4. **Offer specific campaign proposals.** Develop an individualized media plan for each candidate, running from the beginning of the primaries through the general election. Include costs, production estimates and other information in your presentation. Many politicians know little or nothing about media, and the more you can do to take the mystery out of media buying, the better your sales message will be received and the better your chances of making the sale.

5. **Offer creative services and production help.** Many political experts—even those familiar with television—don't know how to create or produce effective print advertising. Your willingness to offer suggestions and advice, accompanied perhaps by speculative ads like the ones in the bureau presentation and its accompanying booklet, increases your likelihood of winning some or all of a candidate's advertising. It also casts you as a source of help, rather than someone merely making a sales pitch.

The bottom line is this: If you are interested in getting a larger share of the political advertising dollar, the experts we've talked to suggest that you *start immediately.*

And a good way to kick off your campaign for more campaign advertising is to hold one or more newspaper advertising workshop/seminars for candidates, campaign managers and workers, local party officials, political consultants and ad agency people.

Because many of the people you want to reach have other jobs, hold your meetings either early in the day (with coffee and pastry) or in the evening. If possible, have your editorial people attend—they help attract the key political people who are your No. 1 targets.

The bureau's Hank Dain, who is in charge of our political advertising sales campaign, has compiled an eight-page memo outlining a suggested course of action, along with sample letters to political leaders and one political consultant's "10 Key Points Affecting Political Elections."

If you'd like a copy of the memo, along with a copy of the booklet "How to Win Votes and Influence People," designed to accompany the slide presentation—or if you'd like to order a copy of the presentation itself—call Hank Dain at (212) 557-1859. □

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Province may drop liquor ad ban

The Liquor Board of Saskatchewan province is expected this month to announce changes in its longstanding ban on liquor advertising.

Susan M. Fox, sales coordinator for the Newspaper Marketing Bureau, which serves Canadian dailies, said Saskatchewan currently allows breweries to advertise beer but has not allowed any other liquor advertising in the province's media.

However, the reception of cable television programming from areas that allow liquor advertising has lessened the ban's relevance. A five-member committee of the provincial legislature is preparing recommendations on liquor advertising.

Fox said that although there are no federal regulations on liquor advertising, most provinces have some rules, ranging from an outright ban in Prince Edward Island to restrictions on size, placement and number of weekly advertising insertions in six provinces.

In the United States, liquor advertising is banned by two states, Mississippi and Oklahoma, but federal courts have differed on whether the bans are constitutional. One case, brought by four cable television companies seeking to overturn Oklahoma's ban, has been appealed to the U.S. Supreme Court. (See story, p. 12.)

A separate case challenging Mississippi's ban resulted in a ruling by the 5th U.S. Circuit Court of Appeals that the ban was unconstitutional. That ruling has been stayed, however, pending a hearing of the case by the court's full bench [presstime, June 1983, p. 12]. ☐

Readership study planned in Canada

The Newspaper Marketing Bureau, a membership organization headquartered in Toronto and representing 80 percent of Canadian daily newspaper circulation, has commissioned an unprecedented newspaper readership study of the top 30 markets in the country.

The survey will be conducted late this year by Market Facts of Canada Ltd.

More than 25,000 households will be interviewed by telephone and asked to fill out a follow-up mail questionnaire. The sample size will be representative not only of the combined total markets but also of each individual market, explained Robert B. McElhinney, vice president of market development for the bureau.

The survey will measure readership of sections, reader demographics, the use of other media and shopping patterns.

The findings will be fed into a computerized data base available to advertisers and ad agencies. The readership information will be updated regularly with data from annual surveys one-third the size of the original sample.

McElhinney said the marketing bureau in the past has maintained readership information on the top 20 Canadian markets, but the data were collected at different times and were not fully comparable.

"We're really quite optimistic about it," McElhinney said of the new survey. "It will be very useful for the national side of the advertising business as well as the retail side." ☐

Canada vows to cite newspapers for false ads

Questionable advertisements for a variety of get-rich-quick schemes are spilling over the borders of the United States into Canada, and government officials there vow to hold media responsible for carrying any such misleading ads.

Canadian media, including newspapers, normally are exempt from charges of publishing misleading advertising if they record the name and address of the advertiser and if the ad is carried in "good faith" in the normal course of business.

However, the Canadian Department of Consumer and Corporate Affairs recently issued a bulletin saying that in the case of ads placed by parties outside Canada, the exemptions do not apply. The department cited as an example "the acceptance of a misleading advertisement from an American mail order firm by a newspaper or magazine." In such a case, said the department, the newspaper or magazine could be charged with carrying misleading advertising. ☐

Transportation notes

The American Automobile Association reported that it costs an average of 23.8 cents a mile to own and operate a 1983 American-made car driven 15,000 miles a year and depreciated over four years. The AAA costs represent a composite national average for three 1983 Chevrolet models—a four-cylinder Chevette, six-cylinder Malibu and six-cylinder Impala. The cost of owning and operating them would be 20.6, 25.1 and 25.9 cents a mile, respectively.

Single copies of **"Your Driving Costs,"** in which this information appears, are available from most AAA clubs or by sending a self-addressed, stamped business-size envelope to American Automobile Association, Public Affairs, 8111 Gatehouse Road, Falls Church, Va. 22047.

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The U.S. Court of Appeals, District of Columbia Circuit, upheld the Interstate Commerce Commission's approval of the **purchase of the Boston & Maine and Delaware and Hudson railroads** by Guilford Transportation Industries, thus clearing the way for a new, 4,000-mile rail system in the Northeast [presstime, March 1983, p. 22].

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ICC hearings are scheduled in December on Chicago & North Western Transportation's late July application to **purchase the Milwaukee Road.**

Another reorganization plan is being pushed by the Chicago Milwaukee Corp., which owns most of the railroad's common and preferred stock. CMC proposes that the Milwaukee Road be reorganized independently around core properties, with retention of the core properties by the Milwaukee Road's estate and current stockholders.

Meanwhile, an application by the Grand Trunk Corp. to buy the railroad is also pending before the ICC [presstime, June 1983, p. 33].

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St. Lawrence Seaway Authority officials said that Dec. 15 is the last day vessels may report to call-in points on the St. Lawrence River for passage through the seaway's Montreal-Lake Ontario section. Seaway authorities will decide by Dec. 10 whether operating conditions require them to assess surcharges after Dec. 15. ☐

27 ANPA training seminars announced for 1984

ANPA, through its Training Services Department, Technical Services Department, Labor and Personnel Relations Department, and Foundation, has announced 27 training sessions to be held during 1984. Additional seminars and conferences, in areas such as telecommunications and libel defense, are under consideration. Announcement of these sessions will be made at a later date.

Any changes to the schedule listed below will be announced in presstime. More information and registration forms will be included in brochures to be mailed to the membership.

General seminars and workshops

Management Development Workshop
Jan. 23-27, Costa Mesa, Calif.
Sept. 17-21, Chicago

Develops the professional management skills of mid-level newspaper managers, new and experienced, from all newspaper departments. Instructors from the Human Resources Center of the University of Chicago lead sessions including role-play exercises and small work groups which examine leadership, communication, decision-making, questioning and listening techniques, motivation, problem-solving, training and coaching subordinates. Registration fee: $500 members, $600 nonmembers.

Advanced Labor Relations Seminar
Jan. 30-31, San Diego

Covers legal aspects of "hard-bargaining" for developing the means of structuring contract changes to gain the necessary flexibility to accommodate the innovations of technology to better meet competition. Designed for the veteran employee relations executive, participants will select topics they wish to be discussed in depth. Registration fee: $300.

Newspaper Executives Marketing Seminar
Feb. 12-18, Reston, Va.

Introduces and examines newspaper marketing concepts; designed for top-level decision makers in general management, editorial, advertising, circulation, promotion and research; emphasis on concepts of product/market strategy, entering new markets, positioning, serving markets effectively and competitive strategies; cosponsored with the International Newspaper Promotion Association. Instructors employ the Harvard Business School case-study method using a number of actual newspaper cases. Registration fee: $1,700 members, $1,900 nonmembers.

Personnel Practices, Procedures and Policies Seminar
Feb. 19-22, Chicago

Designed to assist the newly appointed newspaper personnel manager, and those who supervise the personnel function as a secondary responsibility, to gain skills and knowledge in interviewing and selection, wage and salary administration, training, and other basics. Provides overview of legislative and regulatory activities affecting personnel and labor relations as well as current trends in employee relations. Cosponsored with the Newspaper Personnel Relations Association. Registration fee: $265.

Conference for Newspaper Men and Women
March 11-14, St. Petersburg, Fla.

Reviews all aspects and departments of the newspaper; stimulates interest in the entire newspaper operation and awareness of the interdependence of each department; designed for young newspaper people, both newcomers to the business and experienced professionals. Top newspaper executives discuss the role and relationship of all newspaper departments. Registration fee: $750 members, $900 nonmembers.

Leadership in the Newsroom Workshop
March 19-21, Chicago
May 21-23, Boston
Nov. 12-14, Dallas

Develops the management skills of first-line and mid-level editors. Instructors from the Human Resources Center of the University of Chicago and participants examine communication skills, coaching and personnel development, motivation, problem-solving and decision-making. Cosponsored with the American Society of Newspaper Editors and the Associated Press Managing Editors Association. Registration fee: $400 members, $500 nonmembers.

NIE Program Development Conference
March 21-23, Denver

Sessions on starting, administering, promoting and developing a curriculum for an effective Newspaper in Education program. NIE managers and educators trade information on new projects and methods to advance the use of the newspaper in teaching reading, social studies, mathematics, economics, science and basic living skills. Registration fee: $250.

Strategic Planning Seminar
March 25-29, Hidden Valley, Pa.

Extends the concepts introduced in the Newspaper Executives Marketing Seminar; focuses on the need for strategic planning, awareness of environmental factors, strategic planning techniques and formats, and the development and evaluation of newspaper strategic plans; especially developed for newspaper executives who have completed the marketing seminar. Like the Newspaper Executives Marketing Seminar, this seminar uses the Harvard case-study method and is cosponsored by INPA. Registration fee: $1,000 members, $1,200 nonmembers.

Circulation Managers Workshop
April 9-11, Dallas
Nov. 26-28, Denver

Focuses on "people management" skills of circulation managers above the district manager/carrier supervisor level. Instructors from the Human Resources Center of the University of Chicago concentrate on leadership, communication, problem-solving and motivation. Cosponsored with the International Circulation Managers Association and NPRA. Registration fee: $400 members, $500 nonmembers.

training

Labor and New Technology **June 8-9, Atlanta**

Held the two days preceding the Operations Management Conference and Exposition, it examines how growing competition and rapidly changing technology have altered the traditional concepts of labor negotiations. Discusses the effect on employees of pagination, robotics, TMC and other new developments. Designed for publishers, employee relations executives, general managers and production managers. Registration fee: $300.

Labor Relations Seminar **Sept. 24-26, Boston**

Examines the latest technical changes, management rights under the Taft-Hartley Act, increased flexibility of contract language, legislative activity and judicial decisions regarding labor negotiations; designed for both the relative newcomer and veteran employee relations executive. Through a format of general sessions, case studies, workshops and extensive member interaction, participants share each other's expertise and the knowledge of select speakers and panelists. Registration fee: $400.

Promotion Managers Workshop **Oct. 8-10, Boston**

Examines the job functions and the management skills needed by promotion managers; emphasizes communications and work relationships required to effectively manage projects involving several newspaper departments. Instructors from the Human Resources Center of the University of Chicago cover planning, leadership and motivation. Cosponsored with INPA. Registration fee: $400 members, $500 nonmembers.

NIE Instructor-Training Seminar **Oct. 9-12, Airlie, Va.**

Focuses on teaching self-reliance in the use of newspapers as a teaching tool and studies a variety of workshop models to develop flexibility, creativity, effectiveness and confidence; designed to give Newspaper in Education managers and educators the ability to conduct more comprehensive workshops through positive motivation and a strong grasp of the NIE curriculum. The program will be conducted by Dr. Edward DeRoche, dean of the School of Education, University of San Diego, and Linda B. Skover, manager of educational services, ANPA Foundation. Registration fee to be announced.

For more information on any of these seminars, contact Stephen E. Palmedo, manager/training services, ANPA, The Newspaper Center, Reston, Va. (703) 620-9500, ext. 371.

"Hands-on" seminars

The Technical Services Department, now located in its new facilities at The Newspaper Center in Reston, Va., will offer a series of 10 seminars in Reston during the first half of 1984. The schedule for the rest of 1984 will be announced at a later date.

The "hands-on" sessions, designed to provide operational experience and maximum retention of material presented, will be enhanced by the availability of new production equipment and by surroundings more conducive to learning. New equipment at The Newspaper Center includes a M.A.N.-Roland 4/2 offset press and a Hell 399 electronic color scanner.

Registration fee for these seminars is $550.

Offset Press and Plate Seminar **Jan. 16-20**
Feb. 13-17
March 12-16
May 14-18

Both experienced and beginning newspaper employees will be guided through the processes involved in achieving top-quality web-offset printing. Participants will receive individualized instruction and actual press operation experience. Specific areas to be covered include: offset press unit components; precise adjustment of inking and dampening systems; the pin register system for both page and color registration; plate preparation; press operation for both color and black and white printing; evaluation of print quality and possible solutions for problems of poor quality; analyzing running press results for packing and blanket conditions and for roller setting conditons for ink trains and dampening systems; offset press care and maintenance; and press safety.

Color Separation Techniques for Newspaper Reproduction **Jan. 30-Feb. 3**
March 26-30
June 25-29

Covers the skills needed for utilization of electronic scanning and direct screen color systems. Participants are given a thorough background in color reproduction, including the purpose of masking, the relationship of primary and secondary colors, and how to properly evaluate colors. Attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Elements covered include: evaluation of color originals and reproduction standards; color correction techniques; instruments and controls for predictable quality; operation of the electronic color scanner and direct screen separation equipment; proofing of color by color key and actual press runs; and safety in the camera room and dark room, including chemical handling, ventilation problems, and working with high intensity lights.

Management Introduction to Newspaper Technology **Feb. 27-March 2**
April 30-May 4

Provides all levels of management personnel with a better understanding of the latest developments in newspaper technology. Step-by-step procedures help both new and seasoned managers gain the skills needed to utilize today's electronic editorial and production systems. Participants create and produce their own four-page newspaper, working through all the procedures from copy preparation to press run. Covered are: editing on VDTs; OCR copy generation; phototypesetting techniques; advertising mark-up and paste-up; full-page paste-up techniques; camera operation for screened prints; making full-page line negatives of page paste-ups for photopolymer and offset plates; stripping negatives using the pin register system; offset and photopolymer platemaking; and safety procedures such as electronic grounding, solvent handling and VDT usage.

For more information about "hands-on" seminars, contact Arthur M. Boudreau, manager/technical training, ANPA, The Newspaper Center, Reston, Va., (703) 620-9500, ext. 660.

Total of 32 programs planned

Circulation sales and marketing topic of new API seminar in '84

Circulation sales and marketing approaches will be the subject of a new seminar in the American Press Institute's series of 32 programs next year.

The new seminar will focus on techniques for matching reader and advertiser needs with modern distribution methods. It is for circulation directors, publishers, general managers, and marketing and advertising executives.

The regular API seminars for circulation managers will continue to be offered.

All but two of the 1984 API sessions will take place at the institute's headquarters in Reston, Va. The others will be held in Palo Alto and Pomona, Calif.

The schedule is:

- **Executive Editors and Managing Editors** (for newspapers under-50,000 circulation), Jan. 8-18
- **Management of the Weekly Newspaper,** Jan. 22-27
- **Publishers** (under-50,000), Jan. 29-Feb. 3
- **Circulation Managers,** Feb. 5-15
- **Editing the Weekly Newspaper,** Feb. 19-24
- **City Editors** (over-75,000), Feb. 26-March 7
- **Advertising Executives of Weekly Newspapers,** March 4-9
- **Management and Costs** (over-75,000), March 11-21
- **Promoting the Daily Newspaper,** March 25-30
- **Newspaper Design** (for dailies), April 8-13
- **Newspaper Systems and Data Processing,** April 15-20
- **Circulation Sales and Marketing Strategies,** April 29-May 4
- **Advertising Executives** (over-75,000), April 29-May 4
- **Sports Editors,** May 6-16
- **Improving Reporting Skills** at Stanford University, Palo Alto, Calif., May 20-25
- **Executive Editors and Managing Editors** (over-50,000), June 3-13
- **Management and Costs** (under-75,000), June 17-27
- **Developing Management Skills,** June 24-29
- **Improving Newspaper Content** (under-75,000), June 24-29
- **Newspaper Design** (for weeklies), Sept. 16-21
- **Editorial Page Editors and Writers,** Sept. 16-21
- **Advertising Executives** (under-75,000), Sept. 23-Oct. 3
- **Business and Economic Coverage,** Sept. 30-Oct. 5
- **Journalism Educators,** Oct. 7-12
- **Lifestyle Section Editors,** Oct. 7-17
- **Circulation Managers,** Oct. 21-31
- **Classified Advertising Managers,** Nov. 4-14
- **Marketing the Daily Newspaper,** Nov. 25-30
- **News Editors and Copy Desk Chiefs,** Dec. 2-12
- **Effective Writing and Editing** at Kellogg West, Pomona, Calif., Dec. 9-14
- **City Editors** (under-75,000), Dec. 9-19
- **Picture Editors and Chief Photographers,** Dec. 16-21.

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Tuition is $675 for a nine-day seminar and $500 for a one-week program. Room and meal charges are billed to the newspaper after the seminar, based on API's contract rate with the Sheraton Reston hotel, located a block away from the institute.

To participate in a seminar, an applicant must be nominated by a newspaper's principal executive.

For additional information, contact API Director Frank Quine, 11690 Sunrise Valley Drive, Reston, Va. 22091; (703) 620-3611. □

Education notes

U.S. Education Secretary Terrel H. Bell has approved a recommendation that, in effect, puts the **Accrediting Council on Education in Journalism and Mass Communications on probation**.

Bell concurred with the recommendation of an advisory panel that ACEJMC be given only a two-year extension—half the normal term—of its federal recognition as an accrediting agency [presstime, July 1983, p. 42].

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Ellis Cose, former business correspondent for USA Today, has succeeded Nancy Hicks as president of the **Institute for Journalism Education**. Hicks resigned to return to daily journalism.

Cose, 32, has been a resident fellow at the National Research Council of the National Academy of Sciences in Washington, D.C.; an editorial writer and columnist for the Detroit Free Press; a senior fellow at the Joint Center for Political Studies in Washington; and a reporter, columnist and editor at the Chicago Sun-Times.

The Institute for Journalism Education, based at the University of California at Berkeley, operates summer training programs for minority journalists and helps place minority journalists in newspaper jobs.

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ANPA Foundation has provided every U.S. daily newspaper with a packet of Newspaper in Education materials in preparation for the **second annual NIE Week** to be held March 5-9, 1984. The event will be sponsored jointly by the Foundation and the International Reading Association.

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ANPA Foundation also has made available a new camera-ready supplement on **"Telecommunications—A Time of Megachange."** The eight-page tabloid details recent advances in communication and information technologies for high school students. There also is information about career opportunities created by the expanding telecommunications field.

Cost of the packet is $20. To order, contact Ruth Finn, ANPA Foundation, at The Newspaper Center, Reston, Va.; (703) 620-9500. □

Minorities-hiring issue seen as supply, demand problem

Newspapers' dismal record in hiring minority journalists stems partly from an inadequate supply of them and partly from an inadequate demand for them. And, says Carl E. Morris, he will seek to rectify this supply-and-demand imbalance in his new role as minority affairs director of the American Society of Newspaper Editors.

Carl E. Morris

If that is his short-term objective, Morris's ultimate mission is to help ASNE attain its stated goal of achieving, by the year 2000, minority employment in the newsroom equivalent to the proportion of minorities in the United States population [presstime, June 1983, p. 20].

On the supply side, Morris says he initially will concentrate on explaining career opportunities in newspapering to students at historically black colleges. There are relatively few black students at the nation's top journalism schools, he notes.

On the demand side, Morris will discuss with editors how newspapers can improve news coverage by having staffs that reflect the mix of the community's population. While a minority journalist is not necessarily needed to cover a minority issue, "minority journalists can bring a sensitivity to the problem" of thorough coverage of an issue, he says.

Getting newspapers to hire minorities likely will be a tougher job than building up the reservoir of potential employees. Morris says he is puzzled as to why editors have not hired more minorities over the years. "I really can't put my finger on it, except to say they (many editors) are not willing to take that chance," he says.

Morris theorizes that there is a tendency of white, middle-class managers to hire their own kind first. And sometimes, Morris says, while top management pledges to increase minority hiring, the urgency of that promise may lose its punch by the time it gets to the "front-line editors" who do the actual hiring.

Morris, 52, joined the ASNE staff Sept. 19. He formerly was a reporter and copy editor at the Pittsburgh Post-Gazette, for five years. Prior to joining the Post-Gazette, he had been editor and general manager of the New Pittsburgh Courier, vice president of Sengstacke Newspapers of Chicago, owner of a Pittsburgh public relations firm, a public relations assistant for a St. Louis utility company and editor of another utility company's employee publication. He is a graduate of West Virginia State College.

ASNE annually conducts a survey on newspaper minority employment. Last year's study showed that 60 percent of dailies in the country employed no minority journalists. It also showed the percentage of minorities in the professional newsroom was about 5.6 percent. In the 1980 Census, blacks make up about 12 percent of the U.S. population and Hispanics about 6 percent. ☐

UPI to fund 'Changing Readers' study

United Press International will fund an American Society of Newspaper Editors' project to update the 1978 report "Changing Needs of Changing Readers."

ASNE President Creed C. Black, president of the Lexington, (Ky.) Herald-Leader, said, "The five years since the first 'Changing Readers' have been tumultuous. It's time to check again and develop a fresh perspective."

As was the case with the initial study, the new, $78,500 project will be conducted by Ruth Clark, formerly of Yankelovich, Skelly and White Inc. and now of Clark, Martire and Bartolomeo Inc.

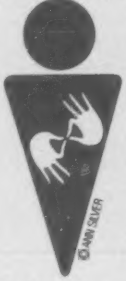
She will complete her work in two phases, on involving focus groups in six different U.S. locations, and the other involving a telephone survey of 1,200 people [presstime, July 1983, p.43].

Findings are expected to be compiled by next spring for presentation at the 1984 ASNE convention May 7-11 in Washington, D.C. ☐

Logo for deaf, acid rain index may be 'firsts'

Newspapers continue to respond in novel ways to the sometimes specialized needs of readers. Two examples from the summer of 1983 may be "firsts" for the industry.

For the hearing-impaired, The News Herald of Morganton, N.C. (evening, circulation 11,146), has started running a special logo identifying articles about an event that will provide sign-language interpreters.



Editor H. Eugene Willard said Morganton is home of the North Carolina School for the Deaf, has a large population of people with hearing problems and is highly conscious of the needs of such people.

The second example involves the Maine Times of Topsham (weekly, 17,600). It has started running an "acid rain index" compiled by the Maine Natural Resources Council, a private organization that addresses environmental concerns.

The council provides numbers on the ph scale and explains what those numbers mean in terms of four broad categories of rain acidity. Most television stations in Maine also report on the index, a council official said. ☐

First issue is final one for 'Quote Unquote'

"Quote Unquote—The Editors' Magazine" folded after a one-issue run.

Editor Edward D. Miller said there was "insufficient reader and advertiser interest" to sustain the bimonthly publication aimed at senior-level newspaper editors [presstime, April 1983, p. 21]. Its only issue was published last spring.

However, Miller said he intends to proceed with an electronic "Job Bank" for editors and reporters. The service would enable those looking for jobs to put their resumes into a computer, and newspapers would be able to search the data base for candidates. ☐

Personnel relations

Taking a positive approach to discipline

By Virginia Tadie

At first glance, the phrase "positive discipline" might well be considered one of the many oxymorons crowding the English language today—a seeming contradiction in terms like "jumbo shrimp." But on closer inspection, positive disciplinary procedures are actually valuable management tools that newspaper executives are well-advised to consider.

Positive discipline is a new and non-traditional approach to disciplining employees when problems occur. Instead of punishing misbehavior in the hope that it will not recur, managers work together with employees to change problem behavior, improve employee performance and prevent future problems.

According to Robert E. Carlquist, personnel manager for the Houston Chronicle, the positive approach is one that "identifies the problem and allows the employee to participate in defining the solution." The ultimate goal of the process, Calquist emphasizes, is to ensure that all employees are treated fairly.

One element of positive discipline is a methodical process known as "progressive discipline." This includes the step-by-step process of informing an employee of expected changes in behavior and identifying the consequences of further offenses. In most cases, oral and written warnings, suspensions (with or without pay), reductions in pay or demotions are used, although discharges sometimes are unavoidable. Frequently, there are provisions for specific time periods; for instance, two written warnings for the same offense within a 12-month period will result in immediate discharge.

But the positive disciplinary program also provides other tools and resources for supervisors. Some plans call for "decision making" leave—paid time off for the employee to review the situation and to consider continued employment.

Punitive discipline, on the other hand, is unproductive because it has only short-term results. It can also lead to more problems than the supervisor bargained for by creating hostile and angry employees, and it can reinforce the "we/they" dichotomy between management and staff.

Many positive-discipline programs call for supervisors to counsel employees as part of the disciplinary process. At the Houston Chronicle, for example, guidelines for working constructively with problem employees are outlined in a supervisory manual, and a new management training program on problem solving with employees has been developed.

At the Dallas Times Herald, supervisors are given five hours of training on corrective disciplinary techniques. The training includes role playing and practice sessions and is backed by written materials in the company's policy manual, according to Employee Relations Manager Mary Trossen.

An even more noteworthy component of the Times Herald disciplinary policy involves use of the company's employee assistance program, or EAP, known as "Response." It is one of several newspaper EAPs that provide services to employees encountering personal problems [presstime, Sept. 1980, p. 40].

When warranted, supervisors at the Times Herald may refer problem employees to the EAP and may make participation a mandatory part of the disciplinary process.

The commitment to positive discipline not only has helped the Dallas daily retain and redirect problem employees who otherwise might have been let go, it also has assisted in one case where dismissal was finally ordered.

The case happened like this: An employee of the paper was given a written reprimand for disruptive behavior and uncooperative attitude on the job. When the behavior persisted, the employee was suspended and referred to the company's EAP as part of the disciplinary process. The employee refused the terms of the suspension and was subsequently discharged. In response to the termination, the employee filed a charge with the Equal

Beverly Lundberg, personnel manager-employee services at the Houston Chronicle, uses the tools of positive discipline in a session with an employee.

Tadie is personnel relations associate in the ANPA Labor and Personnel Relations Department. Ghyneth J. Rowdon of the department provided research assistance for this article.

Employment Opportunity Commission, claiming sex discrimination.

In the hearing, the newspaper described the disciplinary procedure it followed, including the referral to the EAP. Upon learning that the employee had rejected the opportunity to resolve the problems through the EAP, the EEOC official closed the case.

However, supervisors should never view disciplinary measures solely as a means to rid themselves of problem employees. Instead, the ultimate goal of all discipline should be to correct behavior and create effective workers. The Houston Chronicle's Carlquist reports that his paper's procedures have built-in "checks and balances" to ensure equity, consistency and—above all else—that every effort has been made to "help each employee become and remain a viable part of the organization."

At both the Chronicle and the Dallas Times Herald, the supervisor's decision to invoke serious sanctions must be discussed with the next level of supervision. There are always times that discharge is warranted. But Trossen points out that by the time an employee progresses through the Times Herald disciplinary process and is discharged, "the employee has really discharged himself."

A growing concern. Increasingly, business leaders are recognizing the need to develop positive-discipline programs, including discharge, discipline and grievance procedures for non-union employees. Almost all union contracts contain such provisions. And there is growing awareness among the approximately 75 percent of all private-sector employees who are non-union that they are not accorded the same protection from arbitrary firing as their unionized counterparts.

Relatively few newspapers have implemented such programs for their non-union employees.

According to a 1981 ANPA survey, 171 or 31.5 percent of the 543 newspapers responding reported having non-union disciplinary programs. However, follow-up research showed that only a few have developed such formal, written programs.*

In two separate reports, the American Arbitration Association has noted that analyses of nearly 2,000 cases identified discipline and discharge as the most prevalent issues arbitrated. Employers and employees alike recognize that historically a large number—estimated at more than 50 percent—of all discharge decisions taken to arbitration are subsequently overturned or reduced.

A review of 47 newspaper cases of discharge and/or suspension that went to arbitration during the last two years shows that 16 were decided entirely in favor of the employees. Six discharges were reduced to suspensions, two suspensions were reduced in number of days and two were reduced to warnings.

Of eight cases that went to the National Labor Relations Board, four were decided in favor of the employees.

With the gradual erosion of the employment-at-will doctrine [presstime, Feb. 1983, p. 39] and the increased legislative and judicial activity in the area of unlawful discharge, employers have become more and more reluctant to rely on discharge as the ultimate means to resolve discipline problems. Workers, on the other hand, have become less hesitant to utilize the judicial system or arbitral means to resolve problems.

In light of these trends, employers would be prudent to develop "preventive" programs—procedures that emphasize expectations management has of its employees and corrective measures that are positive and constructive. "Not doing so," says ANPA Manager/Personnel Relations Patricia P. Renfroe, "reinforces poor performance and problem employees. And there is a 'spillover' effect—other employees who are striving for good performance will begin to believe it is not necessary."

What constitutes positive discipline?

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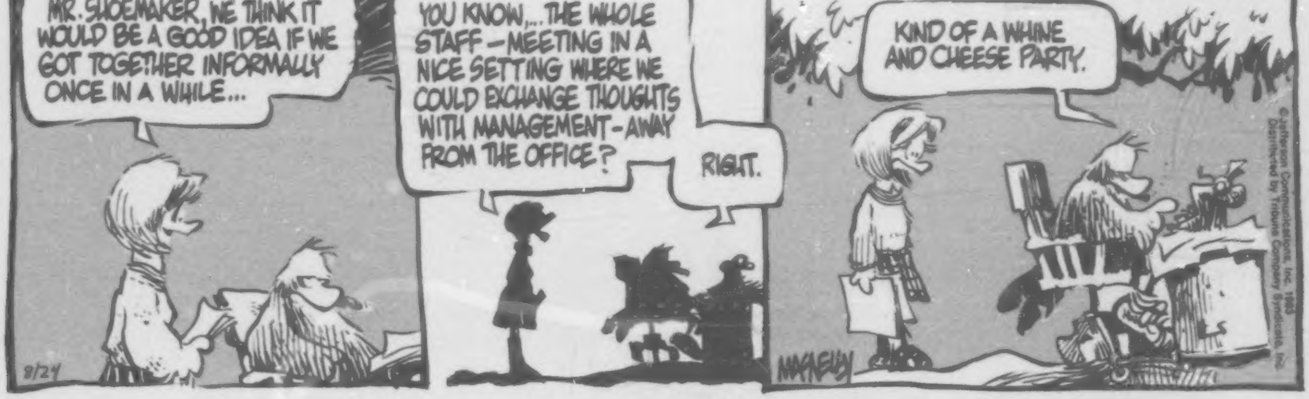
*Among other newspapers that have formal disciplinary programs for non-union employees are:

Kansas City (Mo.) Star and Times (combined circulation 524,888)
The Yuma (Ariz.) Daily Sun (25,000)
The Elkhart (Ind.) Truth (28,983)
The Knoxville (Tenn.) News-Sentinel (99,011)
The Miami Herald (443,223)
The Cincinnati Enquirer (190,429)
The Racine (Wis.) Journal Times (35,651)

'Shoe'

By Jeff MacNelly


MR. SHOEMAKER, WE THINK IT WOULD BE A GOOD IDEA IF WE GOT TOGETHER INFORMALLY ONCE IN A WHILE...
YOU KNOW,...THE WHOLE STAFF—MEETING IN A NICE SETTING WHERE WE COULD EXCHANGE THOUGHTS WITH MANAGEMENT—AWAY FROM THE OFFICE?
RIGHT.
KIND OF A WHINE AND CHEESE PARTY.
9/24
MACNELLY
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Guidelines include the following:

- All disciplinary actions should be constructive. Supervisors must inform employees of the problem and expected changes, outline corrective steps, clearly identify the consequences of future offenses, and establish time limits.
- Discipline should be fair and consistent. Not only must the "punishment fit the crime," but it must also be meted out consistently. Once an employer establishes a discipline and discharge policy and informs workers of the procedures involved, the employer must adhere to it. Trossen notes that disciplinary measures can be accelerated or decelerated, depending on the severity of the offense.
- Discipline must be in progressive stages, giving the employee the opportunity to change behavior that is unacceptable. Carlquist notes that the Houston Chronicle's procedures give the supervisors time to think through the disciplinary action, evaluate the situation and get all the pertinent facts to avoid hasty decisions. Consulting with the next level of management is an important component of both the Houston and Dallas newspapers' programs. Trossen points out that using this part of the process helps supervisors distinguish personal feelings from facts, assures that the action is warranted and assists with proper documentation.
- All actions, including performance appraisals, must be accurate and well-documented. Written summaries, dated and signed, of all actions and discussions related to the disciplinary process should be carefully prepared and filed. This is critical if the program is to be useful in potential suits.

A number of disciplinary policies outline specific infractions of the rules (such as drinking, theft, not reporting to work) and the resulting disciplinary measures.

The positive approach to disciplining employees can eliminate a major portion of the many problems human resources managers confront daily. And, just as importantly, an intrinsically progressive policy toward discipline may help management avoid unlawful discharge litigation.

But, however humane and practical the approach, positive discipline must never be construed as a substitute for firm and decisive action—including discharge—when warranted. ☐

NLRB orders pressmen's union to pursue members' grievances

One of the longest-running discharge cases in recent newspaper-business history may be headed for arbitration.

The National Labor Relations Board has ordered Web Pressmen and Platemakers' Union No. 4 to pursue the grievance of two members over their 1978 discharge at the San Francisco Newspaper Agency.

It was the board's second decision in the case. Earlier, the board had absolved the union of charges of inadequately representing pressmen Michael Tenorio and Gil Fowler at the time of their discharge.

However, the two pressmen appealed to the 9th U.S. Circuit Court of Appeals. It overturned the board's decision and remanded the case for further proceedings [presstime, Aug. 1982, p. 31].

Following reconsideration of the case, the NLRB directed the union to request the agency—which performs non-editorial functions for the San Francisco Chronicle and the San Francisco Examiner—to reinstate Tenorio and Fowler. Under the board's decision, if the agency refuses to allow reinstatement, the union must follow the grievance procedure in the labor agreement, permit the two men to have their own legal counsel in any arbitration proceeding and pay reasonable attorney fees.

In the event it is not possible for procedural reasons, such as timeliness, to pursue the grievance to arbitration, the union is to "make whole" Tenorio and Fowler for any financial losses they suffered as the result of the union's breach of "fair representation."

Union officials could not be reached for comment.

In a related case, a federal judge earlier this year vacated an arbitrator's ruling that the company violated the labor agreement by permanently barring Tenorio from reemployment [presstime, June 1983, p. 31].

(Printing and Graphic Communications Local 4, 267 NLRB No. 78) ☐

Teamsters step up their organizing effort

There is a "strong possibility" that the International Typographical Union will affiliate with the Teamsters, according to the Teamsters' new director of organizing.

Vicki A. Saporta

"The ITU couldn't find a union that would provide it with better service," said Vicki A. Saporta, recently appointed by Teamsters President Jackie Presser to head the re-established international organizing department. The department had been dismantled several years ago by former President Frank E. Fitzsimmons.

An ITU spokesman said in September, however, that no merger discussions between the two unions have been scheduled.

Presser told the recent ITU convention, where the delegates voted down a proposal for merger with The Newspaper Guild, that his union is going to become more active in the printing and publishing industry. Currently, there are 87 Teamsters labor agreements on file in the ANPA Labor and Personnel Relations Department [presstime, Sept. 1983, p. 32].

Saporta said that while local unions have the primary responsibility for organizing new members, the national office will offer assistance where requested. "We're going to be involved in a lot of organizing efforts." She also noted that a "printing trades division" was formed after Presser took office last April.

The 31-year-old Saporta has had 10 years' organizing experience with the Teamsters. She joined the union after graduating from Cornell University's Industrial and Labor Relations Program and studying at the London School of Economics. She has appeared frequently as a speaker at university and labor conferences and has conducted training programs for various divisions of the Teamsters. ☐

Arbitrator finds long-term employee properly dismissed

The discharge of an employee in the general services department of The New York Times for "neglect of duty" was sustained recently by Arbitrator Thomas M. Laura.

The grievant, represented by Local 3 of The Newspaper Guild, had worked for the Times for about 20 years before he was fired on Oct. 27, 1982, for failing to clean the reel room with an air hose.

Arbitrator Laura, a former president of the Mailers' Union in New York City, found that the company had "established and utilized" a system of progressive discipline. He noted that the grievant had received suspensions of various durations, both oral and written warning notices, and that a previous discharge had been rescinded on the condition that he accept counseling from an employee-assistance program.

"As a long-term employee, the grievant had reason to know that his performance was inadequate and that his employment was in jeopardy," the arbiter said. ☐

NLRB orders new election at California newspaper

A 1982 representation election at a California semiweekly has been set aside on the basis of an administrative law judge's decision.

In the NLRB-conducted election at the Rohnert Park-Cotati Clarion, a unit of all employees—excluding those in the circulation department working on the outside—voted 7-5 against representation by Bay Area Typographical Union No. 21.

The law judge, Joan Wieder, found the paper had violated the Taft-Hartley Act prior to the election by advising employees that if represented by a union, they would lose the right to present grievances directly to management, and that flexible working hours would be eliminated.

The newspaper did not appeal the decision to the board. The NLRB will schedule a new election "at an appropriate time."

(Scripps League Newspapers Inc. d/b/a Rohnert Park-Cotati Clarion and Bay Area Typographical Union No. 21, ITU, JD-[SF]-117-83) ☐

Pressmen and ink companies settle Cleveland litigation

An out-of-court settlement has been reached in litigation involving five manufacturers of newsprint ink and five pressmen who claimed their affliction with cancer was linked to their jobs.

The settlement came just prior to the scheduled start of a trial in the suit brought by of one of the five pressmen, Donald B. Hanna. It had been scheduled to begin Sept. 6 in the Court of Common Pleas of Cuyahoga County (Cleveland), Ohio.

The amount of the settlement was not disclosed, but Thomas A. Dugan, an attorney for one of the defendant ink companies, Huber Corp., said the cases were settled for "a minimal figure." Attorneys for the plaintiffs did not return telephone calls.

Because the cases were settled out of court, no precedent was set for similar cases pending in California [presstime, Aug. 1983, p. 27].

"It's hard to give informed speculation about what the settlement means," said another attorney. "A finding by the court would have been significant."

Hanna, who worked at the now-defunct Cleveland Press, earlier had filed a suit in U.S. District Court, but it dismissed his suit and others for lack of jurisdiction.

The producers of black ink named in the suit, in addition to Huber Corp., were Flint Ink Corp., Morrison Printing Ink Co., Sun Chemical Corp. and U.S. Printing Ink Corp. No newspapers were named.

Besides Hanna, the plaintiffs were George R. Dancik, Santo D. Marando, Wesley A. McConnell and the estate of Kenton P. Nance. ☐

Additional arbitration awards

Baltimore News American, GCIU: Seymour Strongin ruled that the newspaper did not violate the labor agreement when it subcontracted janitorial work that had been performed by bargaining unit employees.

Chicago Newspaper Publishers Association, ITU: Alan Walt, for the second time, dismissed the union's charge that the Chicago Tribune had violated the labor agreement's jurisdictional provisions in a dispute over proofreading by non-bargaining unit employees [presstime, Jan. 1983, p. 36].

Detroit Free Press, Guild: Gabriel N. Alexander upheld the union's position that part-time employees should be paid overtime for any hours worked in excess of their scheduled hours.

Harrisburg (Pa.) Patriot and Evening News, Guild: Joseph M. Stone found that because the parties had not reached an impasse in bargaining, the company violated the labor agreement when it posted new work rules.

San Mateo (Calif.) Times, Guild: Robert E. Burns ruled that the company had given proper credit for past experience when it set the salary of a new reporter.

Washington Post, ITU: Millard Cass upheld the union's position that the labor agreement prohibits disciplinary suspensions.

Winnipeg (Manitoba) Free Press, ITU: Jack Chapman rescinded a two-day disciplinary suspension given a reporter for criticizing his employer during a television interview.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center, Reston, Va.)

Recent contract settlements

Baltimore News American, Independent: One-year extension of agreement covering editorial and commercial employees; retroactive to Jan. 30, 1983.

Boston Herald, AFL-CIO, GCIU, Guild, ITU, Teamsters: Three-year agreements covering advertising, business office, circulation, delivery, editorial and production employees; retroactive to Dec. 3, 1982.

Toronto Globe and Mail, Guild: Initial two-year agreement covering circulation department district sales representatives; retroactive to June 21, 1983.

(Details in October 1983 ANPA Labor & Personnel Relations Letter.)

USA Today color: methodical, not magical

By Paul Kruglinski
presstime technical writer

The quality of USA Today's color reproduction has had a dramatic effect on the newspaper business—spurring many other newspapers to introduce process color on page one, in the sports section and elsewhere.

How does USA Today do it?

According to personnel at the self-styled "Nation's Newspaper," they are using a blend of strong backing from Gannett Co. Inc. management, standard commercial printing practices and a few tailored production twists to achieve the high-quality printing that advertisers have demanded.

Gannett's commitment to quality color translates into some fundamental production techniques at USA Today's headquarters in Rosslyn, Va., and at its 21 printing sites around the country.

Editorial color photographs are first separated into four color negatives on Crosfield scanners. The separations are then stripped into the pages along with color graphs.

Many production people assume that USA Today's colorful graphs are created using prescreened materials known as benday overlays. They are not. John N. Walston, deputy managing editor/graphics and photography, says all the artwork arrives in the camera room with solid overlays that are screened on the camera per artists' instructions.

Color ads, which are all full-page, can travel through a variety of steps, depending on the form in which they are received from ad agencies or advertisers.

Prescreened positives, many of which are duplicates of ads supplied to magazines, usually go directly to the camera for enlargement to fit the newspaper's broadsheet format. Nonprescreened ads are separated on USA Today's scanners prior to stripping.

Facsimile technician Lyn Fello feeds a velox of a USA Today page into a Rapicom scanner for satellite transmission from Rosslyn, Va., to printing plants around the country.

In most cases, the ads are received as 133-line per inch prescreened positives (providing four separations). Because the ads in magazines are often printed on coated stock with inks that are heat-set, the dot gain—the growth in the size of the printed dot—is between 10 to 12 percent.

But Jonathan Markey, production director at USA Today, points out that the dot gain on newsprint ranges from 20 to 30 percent. Consequently, USA Today camera room personnel have to doctor the ads by reducing the dots proportionately.

In the enlargement process, USA Today staffers strive to get the prescreened positives to 85 lines per inch, but sometimes—because of smaller sizes of particular advertisements—no more than 77 lines are possible.

This meticulous process enables USA Today to rival magazines in true color and clarity in reproducing ads, according to some printing experts who have compared the same ads appearing in both media.

Because the newspaper receives the ads days prior to the publication date, USA Today has the luxury of making plates and running color proofs on its Goss Community offset press in Rosslyn. This allows the newspaper to authenticate color separations and to provide the pressmen at remote printing sites with newsprint proofs for comparison.

Prior to distribution to the various printing plants, a velox is made of each separation. At the receiving end, the veloxes are converted into negatives of cyan, magenta, yellow and black.

Most advertising materials and pages are transmitted by satellite. But because their size can't be accommodated by laser scanners at Rosslyn, double-truck ads are sent by mail, as are press proofs.

Teaming up. Production chief Markey says the newspaper is produced with a production staff of about 30 people in Rosslyn. Once the pages leave there, the production managers at the 21 printing sites become responsible for quality control.

Markey points out that in the early going, USA Today planners assigned the highest priority to color reproduction of the blue nameplate. Now editorial color is the first consideration, followed by advertising and the nameplate.

"Management is no longer concerned about printing the nameplate from site to site," he says. "Essentially, they said, 'If you print the other two right, you'll get the nameplate right.'"

The nameplate and the red color bar across the bottom of the front page figure significantly in controlling color reproduction. The nameplate is 100-percent cyan with a 10-percent black tint, while the red "color control bar" is 100-percent yellow laid down on top of 100-percent magenta.

Because a newspaper cannot use the standard color bars that a commercial printer might use to control color densities, the nameplate and the red bar across the bottom of the page serve the same function.

Markey says USA Today strives for a 1.04 black reading on the Cosar 61 densitometers used at all 21 printing sites, and .90 for each of the three primary colors. Given the variations in densitometers and presses (USA Today is printed on various kinds of offset presses), the production staff can adjust to within plus or minus .04 of the standard for black and within .05 of the standard for the primary colors.

The paper uses standard AdLitho® tones for its inks, but Markey points out that at two printing sites the pigment has to be strengthened to achieve reproduction consistent with that of the other 19.

However, he emphasizes that the nameplate and color bar "keys" are only a guide, and often a pressman will have to make a subjective judgment regarding the laydown and blend of the colors.

The primary colors are laid down in accordance with ANPA recommendations, in the sequence of cyan, magenta and yellow. This is the reverse of the sequence that holds sway in the commercial printing industry: yellow, magenta and cyan. In both instances, black is laid down after the primary colors.

Besides giving better shadow tones and allowing better registration, the USA Today sequence "permits you to run a truer red with less ink. Yellow traps better to magenta than magenta to yellow," Markey points out.

Despite its overall success in maintaining high quality color reproduction, USA Today has had some problems with colors being out of register.

Normal registration problems are compounded by USA Today's use of a fourth color—black—in all process color and by replating pages as breaking news is received.

"There's no perfect register," Markey says. "Given the number of (color) stations we run, there's going to be a certain amount of misregister."

USA Today, as a matter of graphics style, boxes color art, and this framing helps to minimize registration problems at the border of the artwork.

Advertisers' reaction. Thus far, Markey reports, advertisers say they are

Letterpress papers also can produce high-quality color

To achieve high quality color reproduction, a newspaper doesn't have to be printed on offset presses. An example of a letterpress operation that runs good-looking color is The Press Democrat of Santa Rosa, Calif.

The 67,661-circulation evening daily won first prize in the 1983 Eastman Kodak "Run for the Money" color reproduction contest in the North American Letterpress category. The paper also took first prize in the NAPP Systems (USA) Inc. "Best in the World" printing contest for newspapers with under-100,000 circulation.

Moreover, The Press Democrat has attracted several new advertisers who use process color, according to President and Publisher Evert Person.

The newspaper's program to improve its color printing began about two years ago under the direction of Wally George, vice president/production. "We wanted to do the whole thing in-house," he says, but the newspaper determined it would be better for it to have color separations made by an outside firm.

Summerfield Graphics, a supplier of color separations to the commercial lithographic industry, was selected. Owner Art Summerfield says, "At first we turned them down. We had never done work for letterpress newspaper reproduction. . . . Our scanner and production systems were geared to high-quality litho work . . . 133-line screen, fine highlight detail and the like. . . . But Wally George was persistent, and we agreed to give it a try."

Person (left) and George compare Press Democrat process color with the original art.

The separations were made on Summerfield's Linotype-Paul scanner, following some modifications to its computer program. After several press proofing trials, it was decided that a "gray balance" printed result of 90 percent cyan, 65 percent magenta, 70 percent yellow and a skeleton black with a 70 percent value in the shadow end (darker portion of the image) would print well using existing inks and newsprint. The "gray balance" is used to ascertain proper density of color.

Using a 60-line screen, a 2 percent highlight dot was reproduced on the negative and held on the NAPPlate. The coarser line screen allowed for stronger support under the printing dot.

In the meantime, improvements were made to the 19-year-old, five-unit Hoe press. Blankets were inspected and replaced as needed. "All the items that may have been bypassed in the hustle to get the paper out each day were inspected and attended to," reports Pressroom Foreman Ross Aho.

The entire project took some six months before the quality was up to the standard set by Publisher Person.

The Santa Rosa business community has taken notice of the higher quality reproduction. One local shopping mall was so impressed that it contracted for a 12-page monthly advertising supplement to be printed by The Press Democrat.

happy with USA Today's color work.

But before the newspaper was launched, there was considerable skepticism among them that high-quality color could be achieved consistently from plant to plant and from day to day.

By offering financial incentives and by demonstrating that it can deliver good, sharp color, USA Today has attracted advertising from sources that traditionally use magazines.

"One of the things people lose sight of is that magazines also have variations in their printing," Markey says. "They have the same problems as newspapers—no standardization, people using different inks, printing at different sites."

Standardization rather than quality has been the ongoing endeavor at USA Today since its inception, he says. "We didn't want different sites to outdo each other. Consistency was the goal. We wanted to find out what the mean could be."

Markey believes the color and quality of USA Today is a natural response to a changing technological world—particularly in terms of competing against magazines and television.

"Newspapers can no longer tell people what they need," he says. "If newspapers are going to recapture the editorial and advertising market, they are going to have to concentrate on color and quality. The world is not black and white any more."

Not coincidentally, Gannett Chairman and President Allen H. Neuharth announced at a press conference in mid-September that by expanding press capacity at its multitude of printing sites, the year-old newspaper by next July 1 will increase the number of potential full-color pages from eight to 16 per edition. ☐

Pneumatic ink pump cuts press down time

The Newark (N.J.) Star-Ledger developed a backup system to deliver ink to the press in the event of a failure of its injector inking system during a press run.

The pneumatically operated system is hooked up to the inking unit and activated whenever the injector inking system's "page pack" stops operating. The page pack is a hydraulic mechanism that delivers measured amounts of ink to the ink rail.

The Washington Post subsequently adopted a similar system. And according to James Cooper, the Post's assistant vice president/operations, it takes only nine minutes to hook up the pneumatic replacement pump, which is fed from a 55-gallon ink drum, compared to 45 minutes to replace a page pack. ☐

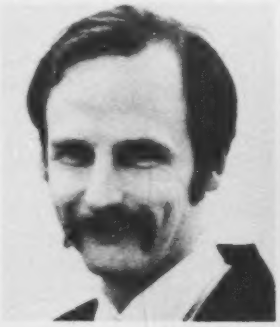
Three named to ANPA's technical staff

ANPA has named three new employees to the Association's technical staff in the areas of ink research, photography and writing.

Hunter Wilson Cunningham, an analytical chemist, primarily will conduct ink analyses. He received a bachelor's degree in botany, with an emphasis in chemistry, from North Carolina State University and a master's degree in aquatic ecology from Michigan State University. Cunningham previously was a hazardous waste chemist for the Wisconsin state government and senior analytical chemist at Borriston Laboratories, a private consulting laboratory in Temple Hills, Md.

John C. Harrington is the color specialist and photographer in the new ANPA research facility's cameraroom. A former high school teacher of printing and photography, Harrington received bachelor's degrees from Michigan State University in communications arts and industrial education. He is writing a thesis for a master's degree in printing technology from Rochester Institute of Technology.

Alan Tepper, former newspaper technology and photography editor for Printing Impressions magazine, was named technical writer. Tepper is a graduate of Long Island University with a bachelor's degree in psychology. Prior to joining Printing Impressions, he was a writer and photographer for the Times Leader in Wilkes-Barre, Pa., former public relations writer and photographer at Colgate University, director of photographic services at Hofstra University, and chief of photography for Times of Israel magazine. He was also a free-lance photographer in New York City.) ☐



H. W. Cunningham

John C. Harrington

Alan Tepper

Technology calendar

IFRA, the research association for the International Federation of Newspaper Publishers and the International Newspaper Color Association, will hold the **IFRA Congress & Expo '83** Oct. 10-13 in Amsterdam, the Netherlands.

The theme of this year's congress is "Newspapers Shaping Their Future."

• • •

The **International Newspaper Conversions Group Annual Conference** will be Oct. 19-21 at the Jacksonville Hilton, Jacksonville, Fla.

The program will include discussions and presentations on DiLitho®, replacement press units, offset conversions, flexography and quality control, among other production-related subjects.

Registration is $30 per person, and special conference hotel rates are available.

For more information, contact Ted Diel at (913) 295-1162.

• • •

The **Itek CPS Users Group** will hold its semiannual meeting Jan. 15-17 at the Queen Mary, Long Beach, Calif.

The meeting is essentially a sounding board for Itek Corp. officials and for personnel from newspapers using Itek copy processing systems. Emphasis is on problem solving.

Registration is $60 per person. For more information, contact Bill Miller at (501) 534-3400. ☐

Members praise new facility

ANPA technical committees delve into variety of issues

Members of ANPA's five technical committees met Sept. 13-15 in the newly completed research facility at The Newspaper Center in Reston, Va. Consensus among the visiting newspaper executives was that the new quarters for the Association's technical staff are excellent and that the meetings were as productive as any previously held.

"The facility lends itself to productivity," said John B. Lake, chairman of the umbrella committee for ANPA's technical activities, the Research and Production Committee.

"I couldn't be more pleased with the results" of the committee and task force meetings, said Lake, publisher of the Times Publishing Co. of St. Petersburg, Fla.

Although no new ground was broken in terms of future project recommendations, members of the committees examined many ongoing newspaper concerns, including:

- *VDTs.* The Environmental Committee addressed the ergonomic concerns surrounding the use of video display terminals. The focus was on ways ANPA might assist state press associations in dealing with proposed state regulations.
- *Quality control.* The Research and Development Committee discussed establishing a rating system for reproduction quality in both offset and letterpress operations. The Committee also looked into the possibility of developing means for checking the quality of materials as they are received at the newspaper plant.
- *Technical library.* Although software developments in newspaper library systems have been put on the back burner by the Association, R&D Committee members and others felt that future technological developments for the proposed ANPA technical library in Reston could benefit developments in computer "morgue" systems for newspapers.
- *Personal computers.* Given the state of the art of personal computers and the abundance of software packages for them, members of the Research and Production and the R&D committees felt technological strides can be made in the application of PCs to newspapers—particularly at small- and medium-size ones—in the areas of finance, sales and circulation.

Walter E. Mattson, president and chief operating officer of The New York Times Co. suggested that before the 1984 ANPA Operations Management Conference & Exposition June 9-13 in Atlanta, personal computer manufacturers "take a hard look at how these computers can be used" at newspapers. Mattson said the firms could be given their own section on the exhibit floor to demonstrate their product lines.

There was also a suggestion that there be an extended personal computer workshop at the Atlanta meeting to give newspaper executives "hands-on" experience.

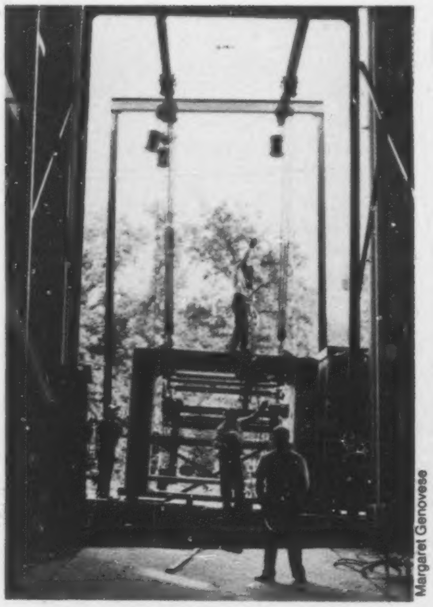
Peter P. Romano, ANPA director/technical services, reported that suppliers have reserved more than 220,000 square feet of exhibit space in the Georgia World Congress Center. "It looks good for next year," said Romano, who heads the staff for the annual event.

Some members praised the format of the program guide booklet introduced at last June's show in Las Vegas. In addition to information about the sessions, it featured a directory listing exhibitors alphabetically and by product line. There were suggestions by committee members that the guide be expanded next year.

Romano reported that more than 50 percent of the attendees at last June's show were publishers, vice presidents, and production and operations executives. "Obviously, the conference is drawing a higher echelon attendee," he said.

Under a new arrangement implemented in Las Vegas, more than 1,000 people attended approximately 50 private demonstrations put on by exhibitors prior to regular Conference hours, Romano reported.

Because of the interest in flexographic printing that was evident in Las Vegas, the technical committees said ANPA will be working more closely with the Flexography Technical Association in future testing of ANPAPRESS™ technology.



Margaret Genovese

Hall Systems Inc. erectors manipulate a M.E.G. roll stand into the press bay at The Newspaper Center in mid-September. A new M.A.N.-Roland offset press will follow.

In addition, the Association will be developing closer working relationships with various users' groups in an effort to solve technical problems with particular kinds of equipment.

Gene McDavid, vice president/operations at the Houston Chronicle and chairman of the Technical Services and Training Committee, reported on the installations of the Hell color scanner and M.A.N.-Roland 4/2 offset press at The Newspaper Center.

The "hands-on" training programs and seminars, which were interrupted by the move of the technical staff and equipment from the ANPA Research Institute in Easton, Pa., to Reston, will resume next January, it was reported, (See schedule on p. 31.)

The Technical Services and Training Committee also said it has finalized the collection of information on the proper preparation of advertising materials for black-and-white and ROP color newspaper reproduction. The information was gathered from the American Association of Advertising Agencies, the Newspaper Advertising Bureau and ANPA. The new report will replace existing ones known as reports 10 and 11. □

Automated roll loading

New 'thinking' machines roll into reel rooms

By Paul Kruglinski
presstime technical writer

The common notion is that the mailroom is the most likely candidate for major advances in newspaper automation. In reality, though, the reel room is currently where the automation action is.

This year, The Baltimore Sun, the Chicago Tribune and The Record of Hackensack, N.J., began using state-of-the-art equipment in their reel rooms that can order newsprint rolls, deliver them to designated press units and load them onto the reels. Such systems are known in the industry as ARLs, for automatic roll loading.

Although many other large newspapers have automated systems in their reel rooms, the ARLs recently installed at the Sun, Tribune and Record add still another level of automation.

Some newspaper people expect that these more advanced roll-loading systems may reduce manpower requirements from one person per reel stand to one person per every three stands.

Indeed, the prospect of reduced labor requirements as well as improved production weighed heavily in the Sun's decision to purchase its new, $2.5-million Goss system.

"It reduces tremendously the labor intensity in the reel room," says Louis J. Franconeri, vice president/operations. "And you automate the expediting of material handling in the newspaper's production process."

Franconeri says another benefit is reduced waste because fewer rolls are damaged in moving the rolls to the reel stands.

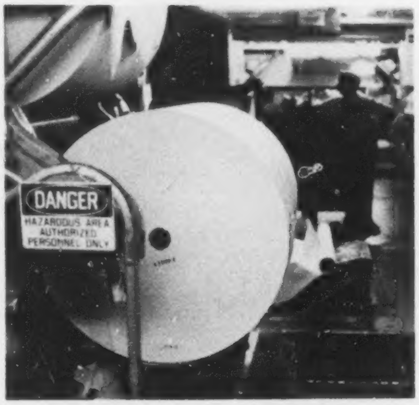
Officials with Taft Equipment Sales Co., the distributor and installer of the TKS (Tokyo Kikai Seisakusho) system at The Record, say the automatic roll loading systems are also safer. "The major amount of injuries at newspapers are to personnel loading rolls," says Taft President James R. Price.

How they work. There are a variety of sophisticated roll-handling systems in use. In all of them, a loop circulates rolls around the reel stands. Spurs run off the loop into the "pits" between the stands, allowing rolls to be positioned onto the reels' spindles.

The ARL's significance is that it eliminates human involvement with loading rolls onto the reel stands. After a roll is placed into the roll storage area of the "laydown deck," where the rolls are automatically loaded onto carts, human hands do not touch it again until after it is loaded onto a reel's spindle.

Both the system designed by the Graphic Systems Division of Rockwell International Corp. (Goss) and that of TKS work on a basis of interaction between a microprocessor and light sensors.

One sensor monitors the roll as it is being used up, according to Randy Juras, Goss' senior designer in double-width press development. "The computer determines when there are eight minutes of paper left and orders what it needs" for that reel stand either from storage or from the loop, depending on the loop's inventory and the extent of the press run.

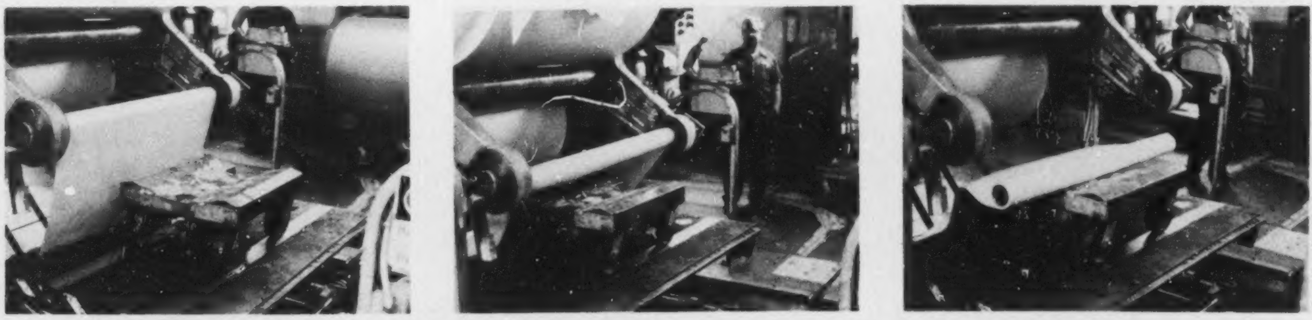


New roll is positioned for placement on the spindle, while spent core (background) begins to make its way to waste storage.

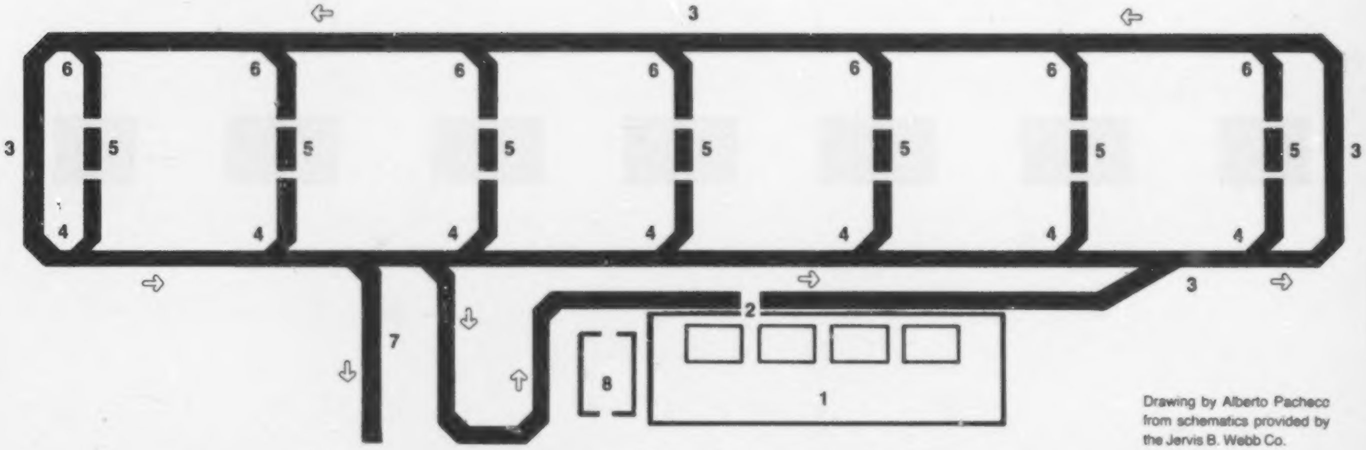
As the roll makes its way into the loop, the computer orders an empty cart into the pit area, raises the cart to accept the spent core, returns the cart and core to the pit, and ultimately moves them back into the loop.

As the core is conveyed to a newsprint waste-storage area, the ordered roll moves from the loop into the pit. The computer then raises the roll into a position where an infrared sensor measures the hole in the core, both vertically and horizontally, and determines the core's axis. It then positions the roll so that it can automatically be "chucked," or loaded onto the spindle. The empty cart returns to the pit, then waits in the exit spur for the next spent core.

The TKS system works essentially the same way but with several variations. At


Paul Kruglinski

Sequence shows how the automatic roll-loading system removes a spent core from the reel. Transfer table raises cart toward spent core (left). The cart is positioned beneath the core (center). The core is dropped onto the empty cart (right).



Drawing by Alberto Pacheco from schematics provided by the Jervis B. Webb Co.

A fully automated reel room puts a newsprint roll on this journey from storage to the press: (1) storage; (2) "laydown deck" where a roll is placed on a cart; (3) conveyor loop for the cart; (4) entry spurs from the loop to the reel stands; (5) transfer tables where a roll is positioned for the press run and where a spent core is removed; (6) exit spurs back to the loop; (7) waste storage spur; and (8) computer panel that monitors the system.

The Record, a sensor monitors the web splicing operation and instructs the computer to order another roll; it comes from a separate inventory loop, not from the laydown deck. After the roll is positioned on the spindle, an automated arm deposits the spent core on the cart that brought in the new roll.

The Tribune, which has the Goss system, also uses an automated arm (not part of its ARL) to remove the spent cores from the carts and to deposit them onto a conveyor to the waste area.

At all three plants, there are mechanisms that make sure the roll is delivered to the reel stand in such a way that the roll will unwind correctly on the reel.

The systems are so highly automated that after placing the rolls in the laydown deck, the only other human function involved is applying the paste pattern on the roll after it is positioned on the spindle. Other than that, reel room personnel are there to make sure the systems function correctly.

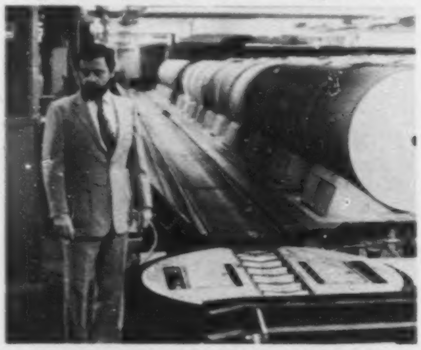
Preventive maintenance. However, because of the complexity of the machinery, it takes a skilled staff to keep the state-of-the-art reel room operating at peak efficiency. The problems of maintaining the reel stands and the roll handling system are now compounded by maintenance requirements of the roll loaders.

Roy W. Anderson, ANPA vice president/human resources, who has viewed the Sun's system, feels the modern reel room requires a whole new breed of employee.

"They have to be more intense in their interest in their jobs," he says. "And they have to be 'systems analysts' in a sense, because that's what they're dealing with."

William D. Swygert, production systems manager at the Chicago Tribune, says limited experience with the newspaper's new system indicates that the reel room personnel have to be "more flexible in their thinking," and that a problem's solution often requires the combined efforts of different specialists, such as electricians, machinists and computer technicians.

"The many mechanical aspects of the system have to operate together," he says. "One of the secrets (in keeping the system working) is not only having a preventive maintenance program but being able to diagnose a problem when it happens and having the ability to fix it very quickly."



Standing next to automated turntable, Franconeri checks newsprint inventories in the "laydown deck" area at The Baltimore Sun.

In Hackensack, The Record has begun "a rigorous preventive maintenance program in the reel room," says Richard E. Lewis, vice president/operations. The program is under the guidance of the newspaper's systems engineering department.

Franconeri reports that he has had to create the position of reel room foreman, and the system has put greater responsibility on maintenance personnel at The Sun.

The newspaper people feel that with the proper preventive maintenance program, the ARLs will not go down.

"The system is still in it's infancy," Franconeri says, "but it appears to be reliable."

However, the newspapers report that they all have plans for manual backup roll delivery, just in case.

Reel room devices with even more artificial intelligence are on the horizon: Automatically guided vehicles—self-propelled carts using micropressors and controlled by central computers—may be delivering rolls to reels in the next decade. ☐

Spec data book ready

ANPA has compiled statistics for the Association's *Specification Data 1982* book. The annual report categorizes specifications of equipment and production processes used by member newspapers.

Photocopies of *Specification Data 1982* are available for $25 each from the ANPA Technical Services Department at The Newspaper Center, Reston, Va. ☐

UPIU strikes Boise mill in Louisiana

United Paperworkers International Union workers at Boise Southern Co.'s DeRidder, La., mill went out on strike Sept. 4 after rejecting the company's last contract offer.

The company is operating the mill with non-union personnel. No further meetings between the two sides were scheduled at press time. The old contract expired July 14.

In two other situations involving the UPIU:

- Talks at Kimberly-Clark Corp.'s Coosa Pines, Ala., mill, where the contract expired Sept. 14, were recessed. No further meetings were scheduled at press time.
- Negotiations have not started at Augusta Newsprint Co. in Augusta, Ga., where the UPIU contract expired July 27.

UPIU contracts are due to expire late this month at FSC Paper Corp.'s Alsip, Ill., mill and at Catawba Newsprint Co.'s Catawba, S.C., mill.

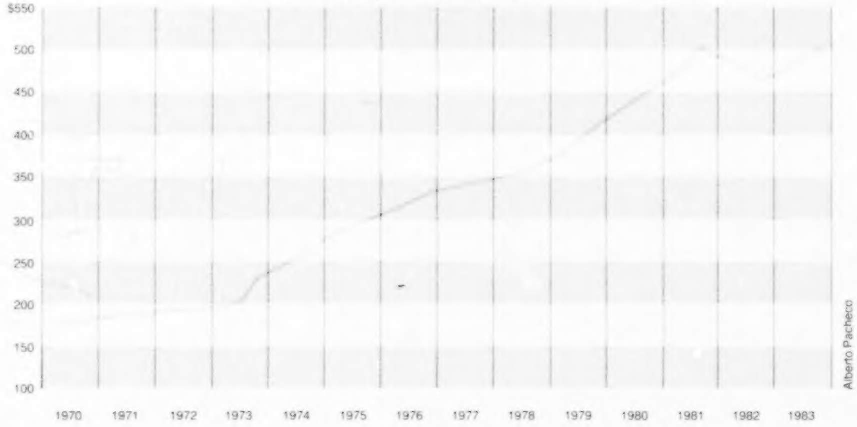
The Canadian Paperworkers Union and the Pulp and Paper Workers of Canada have received strike authorizations from their memberships should the members reject the offer of four British Columbia mills.

The offer calls for no wage increase in the first year, 3 percent in the second and 3.5 percent in the third.

Results of the votes were due Sept. 23, and a strike could legally happen 10 days after that [presstime, Sept. 1983, p. 40]. □

Eastern U.S. Newsprint Prices Per Metric Ton (1970-83)

(30-pound basis-weight paper)



Most newsprint producers east of the Rocky Mountains began charging $500 a metric ton ($453.60 a short ton) on Sept. 1, although several producers had raised prices in July or August. West Coast suppliers generally are charging $445 a metric ton ($404 a short ton). Some of them are offering discounts and freight allowances [presstime, Aug. 1983, p. 34].

Newsprint notes

James Maclaren Industries Inc. will spend $191 million to **modernize its Masson, Quebec, newsprint mill.** The Canadian national government and the Quebec government will allocate $37 million for the project, which includes a new machine to replace two older machines and a 10,000-metric-tons-a-year increase in newsprint capacity. Start-up of the new machine is scheduled for 1985.

• • •

MacMillan Bloedel Ltd. plans to **refurbish a paper machine** at its Port Alberni, British Columbia, mill to produce lightweight newsprint and uncoated, groundwood paper grades. The machine currently is producing standard newsprint. The project will cost about $9 million and is scheduled to be completed next year.

• • •

"Newsprint waste report—1982," an annual ANPA special report on newsprint waste control, was mailed to member newspapers in September.

The report is a compilation of statistics as reported quarterly by member newspapers participating in the waste-control program. The report groups newspapers by annual usage and lists such categories as wrapper waste, handling and transit waste, white press waste, core waste, printed waste, and production waste.

Extra copies of the report may be obtained from the ANPA Technical Services Department at The Newspaper Center, Reston, Va. □

First six months' financial report of paper companies

Net Income (In thousands of dollars)

	1983	1982	% Change
Abitibi-Price Inc.	$10,779	$51,085(a)(b)	-78.9
Boise Cascade Corp.	28,100	(2,900)	–
British Columbia Forest Products Ltd.	(21,400)(c)	(16,300)	–
Consolidated-Bathurst Inc.	18,125	35,147	–
Crown Zellerbach Corp.	40,400	26,800(b)	+50.7
Crown Zellerbach Canada Ltd.	(15,800)	(9,600)	–
Domtar Inc.	9,100(b)	5,600(c)	+62.5
Donohue Inc.	1,000	11,200	–
Great Lakes Forest Products Ltd.	(7,800)	22,000	–
Great Northern Nekoosa Corp.	36,900(b)	41,200(b)	-10.4
International Paper Co.	119,300(b)	101,200(b)	+17.9
Kimberly-Clark Corp.	99,500	116,600	-14.7
MacMillan Bloedel Ltd.	14,100(b)	(21,500)	–
St. Regis Paper Co.	21,109	44,093	-51.9
Southwest Forest Industries	(6,668)	(10,156)	–
Weyerhaeuser Co.	81,800	83,100	-1.8

(a) restated
(b) including extraordinary gain
(c) including extraordinary loss
( ) = loss

August sees another consumption climb

For the eighth straight month, newsprint consumption by U.S. daily newspapers increased in August over 1982 levels. Consumption was 2.4 percent higher than that of August 1982, even though there was a fifth Sunday—the biggest newsprint day for larger newspapers—in August 1982.

Meanwhile, consumption by all U.S. newsprint users increased during the month by 3 percent—the fifth consecutive monthly gain in this overall category.

For the first eight months of this year, consumption by U.S. daily newspapers increased by 2.9 percent, and that of all U.S. users was up 3.2 percent.

At the end of August, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 47 days, compared with 55 days at the end of August 1982. North American mill stocks at the end of August were down about 9 percent.

The August operating rate for Canadian mills was 86 percent. At U.S. mills, it was 89.2 percent. For eight months, the rate was 83 percent in Canada and 87 percent in the United States.

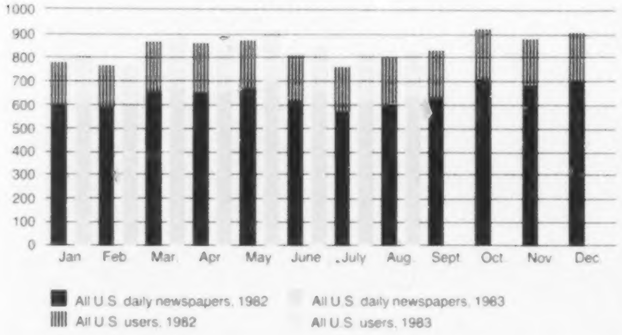
Estimated consumption of all U.S. daily newspapers[1]

Region	July 1983(r)	July 1982	% Change(r)
Northeast	146,704	138,177	+6.2
North Central	133,137	127,327	+4.6
South	197,453	183,232	+7.8
West	137,435	136,911	+0.4
Circulation size			
up to 25,000	48,567	52,753	-7.9
25,001-100,000	112,979	112,399	+0.5
Over 100,000	453,183	420,495	+7.8
July totals	614,729	585,647	+5.0
Seven-month totals	4,510,012	4,381,160	+2.9
Region	**August 1983(p)**	**August 1982**	**% Change(p)**
Northeast	151,048	148,624	+1.6
North Central	139,633	139,419	+0.2
South	200,395	190,448	+5.2
West	139,528	137,228	+1.7
Circulation size			
up to 25,000	49,817	58,440	-14.8
25,001-100,000	116,516	116,465	+0.04
Over 100,000	464,271	440,814	+5.3
August totals	630,604	615,719	+2.4
Eight-month totals	5,140,616	4,996,879	+2.9

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
June 1983	808,475	42(r)	7
June 1982	1,002,626	58	7
July 1983	825,638(r)	42(r)	6
July 1982	982,364	54	7
August 1983	845,937(p)	41(p)	6(p)
August 1982	952,067	49	6
Canadian mills			
August 1983	387,847	–	–
August 1982	446,372	–	–
U.S. mills			
August 1983	117,878	–	–
August 1982	110,153	–	–

Estimated newsprint consumption, 1982-83 (thousands of metric tons)



Estimated consumption of all U.S. users

	1983	1982	% Change
June totals	859,000(r)	803,000	+7.0(r)
July totals	818,000(r)	769,000	+6.4(r)
August totals	830,000(p)	806,000	+3.0(p)
Eight-month totals	6,761,000(p)	6,550,000	+3.2(p)

Production

	Canada	U.S.A.	North America
August 1983	725,731	415,112	1,140,843
August 1982	642,001	372,331	1,014,332
Increase	+83,730 +13.0%	+42,781 +11.5%	+126,511 +12.5%
Eight months 1983	5,589,057	3,114,587	8,703,644
Eight months 1982	5,605,807	3,112,217	8,718,024
Increase or decrease	-16,750 -0.3%	+2,370 +0.1%	-14,380 -0.2%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
August 1983	492,019	82,416	121,894	696,329
August 1982	421,255	69,767	106,683	597,705
Eight months 1983	3,870,102	624,312	956,591	5,451,005
Eight months 1982	3,698,535	638,381	1,016,399	5,353,315
Increase or decrease	+171,567 +4.6%	-14,069 -2.2%	-59,808 -5.9%	+97,690 +1.8%
From U.S. mills				
August 1983	396,350	—	17,027	413,377
August 1982	342,070	—	20,931	363,001
Eight months 1983	2,905,753	—	177,365	3,083,118
Eight months 1982	2,840,831	—	198,876	3,039,707
Increase or decrease	+64,922 +2.3%	— —	-21,511 -10.8%	+43,411 +1.4%
From North American mills				
August 1983	888,369	82,416	138,921	1,109,706
August 1982	763,325	69,767	127,614	960,706
Eight months 1983	6,775,855	624,312	1,133,956	8,534,123
Eight months 1982	6,539,366	638,381	1,215,275	8,393,022
Increase or decrease	+236,489 +3.6%	-14,069 -2.2%	-81,319 -6.7%	+141,101 +1.7%

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised

(p) = preliminary

Airwaves, billboards and TV tout newspapers

By Elise Burroughs
presstime staff writer

These days, newspapers view radio, television, direct mail and billboards as more than just competitors. They are also media to be used to carry the message of the newspaper medium.

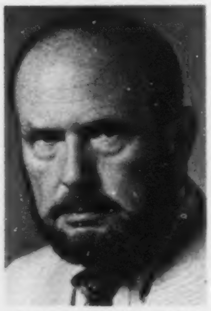
Although some publishers still resist the idea of giving their rivals business, the use of other media for newspapers' circulation promotions appears to be increasing.

"Using other media is the only way to reach out beyond our own readers," says William J. White, promotion director of The Philadelphia Inquirer.

In general, radio is emerging as the non-newspaper medium newspapers rely on most often. Executives say they appreciate radio's relatively low cost, speed, creative possibilities—especially for humorous messages—and ability to target specific demographic groups.

For example, the Worcester (Mass.) Telegram (morning, circulation 55,866) and The Evening Gazette (86,179) prefer radio to television for their promotions because of TV's high cost and because the signals of Worcester-area TV stations go far beyond the newspapers' circulation zones.

A 30-second spot on a New England television station can be expected to cost $20,000 to produce, $300-$3,000 each time it is shown, and be seen by thousands of viewers in four states, the majority of whom have no interest in subscribing to the Worcester dailies, says Promotion Manager E. Russell Donnelly.



E. Russell Donnelly

In contrast, a 60-second radio commercial can be produced for under $1,000, aired on a local station for $15-$80 per spot and targeted directly at the people the newspaper wants to reach.

Despite radio's popularity among newspapers, promotion executives say that in most cases an effective campaign requires using a media mix. That's because most promotions have several goals.

These may include reassuring regular readers that they are getting their money's worth, encouraging occasional readers to make the newspaper a daily habit, introducing the newspaper to new residents and, in highly competitive situations, giving the newspaper an image that distinguishes it from other available dailies.

Newspapers differ on using advertising agencies in their promotion campaigns. While some prefer to do virtually everything, including producing radio spots, in-house, others say a fresh, outside perspective is very useful. Some newspapers create their own campaigns but use agencies to make the proper media buys.

Research needs. But whether campaigns are done in-house or with the help of an ad agency, measuring their effects can be a frustrating experience.

A survey conducted early this year by the Southern Newspaper Publishers Association found that of 56 dailies responding, 43 used other media for promotions. However, only 17 felt their non-newspaper promotions were valuable; an equal number said the campaigns were poor or of little value; and 10 said they could not measure the campaigns' effectiveness.

To ensure that the dollars spent on advertising in other media are not wasted, many newspapers are turning to research. "It is difficult to have an effective advertising campaign without sufficient research," says Worcester's Donnelly. "Advertising in general tends to be wasted if it is not predicated on some kind of research."

The quest for effective promotions led Knight-Ridder Newspapers Inc. last year to conduct research into the entire promotion process, from planning campaigns to measuring effectiveness.

Working with the advertising agency Ogilvy and Mather Inc., the company interviewed 413 adults on what they found most important and believable about newspapers. According to a report made to the Newspaper Research Council by Virginia D. Fielder, Knight-Ridder director of news and circulation research, respondents attached most significance to qualities such as helping readers to be more responsible citizens, to be more successful, to lead fuller lives, to save time and to save money.

Researchers then tried out several slogans built around the theme that "Reading a newspaper every day gives you the news and information you need for a successful life." The most effective slogan was found to be, "Take the paper every day. It can take you anywhere you want to go."

The company tested the effectiveness of that slogan in radio and television campaigns and in house ads. It measured attitudes and circulation sales in two markets where the slogan was advertised heavily, two where it was advertised lightly and two where it was not used at all. Readership, especially among young people, increased

in the markets using the campaign. Researchers also reported more positive attitudes toward newspaper reading in those markets.

Another company that uses research to help map out promotion campaigns is Media General Inc. In the three cities where the company owns daily newspapers—Richmond, Va., Tampa, Fla., and Winston-Salem, N.C.—researchers track how people use radio, television and newspapers and what billboards they pass on their daily rounds. The newspaper company then issues semi-annual reports on media use in those markets.

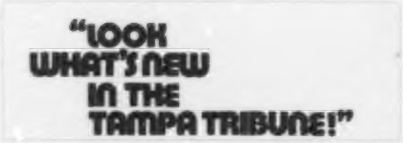
Based on telephone surveys of what people are watching or listening to at different times of the day, the reports tell researchers which media are used by certain segments of the population. Such information allows the newspapers to target certain groups for their sales efforts.

For example, early this year, the Richmond Times-Dispatch (morning, 136,465) and The Richmond News Leader (evening, 112,326), which have high penetration in their primary market area, decided to target one group whose readership is lower than average—18-35 year-olds—for a sales effort.

The regular market studies helped the papers identify the radio stations that would reach the target group in the most cost-effective manner. The dailies' "Paper Money" campaign touting the use of newspaper coupons was promoted on those radio stations, on billboards, and to current readers through the newspaper.

New subscriber orders surpassed the goal of 5,000 set at the start of the campaign. "We got 7,500 new orders we could relate to the campaign," reports the promotion director of the Richmond dailies, Maxie D. Mason.

In addition to promotions that point out general benefits of newspaper reading, some papers are using research to help highlight specific changes or new features at their newspapers.



Promotion campaigns can include billboards.

The Bryan-College Station (Texas) Eagle (morning, 23,933) used the occasion of switching from afternoon to morning publication in 1981 to survey people on what they wanted to see more of in the newspaper. When respondents said they were most interested in more sports and entertainment, the newspaper built a campaign highlighting the sports and entertainment features carried in the Eagle.

The campaign included billboards, radio and television commercials. It was expensive but worthwhile, says Advertising Director Greg L. Shrader. The newspaper

The Bryan-College Station Eagle's TV campaign uses college football players to show that "everyone" reads that Texas paper.

beyond selling themselves or even selling newspapers in general. To maintain their position in the crowded, competitive, central-Massachusetts market, the Worcester dailies promote the City of Worcester itself in an effort to maintain readers' identification with the community for shopping and entertainment.

"We cover an area of 70-80 communities, a great many of them outside the metropolitan (Worcester) area. We try to build an image of a core area," explains Promotion Manager Donnelly. "It's easier to sell the newspapers if you can orient people to the city."

The newspapers began using research-based promotion as part of a "marketing orientation" that developed about four years ago, Donnelly says. After investigating the relative market positions of the Boston dailies and a dozen suburban afternoon competitors, the Worcester papers decided to promote heavily their identity as the only "complete" local dailies. They began selling themselves via other media and in their own pages as the newspapers that have international, national and regional coverage as well as all the necessary local news.

Greg L. Shrader

Dennis Hahn

Daily News
$1 million strip-search lawsuit sparks denial from police chief
FINAL
Daily News
We draw the line between fact and opinion

TV commercials promote the desired image for the Daily News of Los Angeles.

Like other newspapers, the Worcester dailies have found that the best prospects for regular subscribership are occasional readers rather than hard-core non-readers. Donnelly says research shows the dailies' promotion campaigns, mainly on radio, have had a favorable effect on the perception of the newspapers.

Individual market decisions. Research can not only help newspapers choose the goals for their promotion efforts, but it also can help select which media to use, a decision as highly individualized as each newspaper market.

For example, the Daily News of Los Angeles (morning, 133,672) finds television is the medium that most efficiently reaches its market, which is highly competitive, geographically widespread and experiences unusually high turnover. Despite its high cost, a spot on a television news program is more cost-effective than picking and choosing among 85 available radio stations, explains Marketing Director Dennis Hahn.

In contrast, the Bryan-College Station Eagle found that a $10,000 direct-mail campaign that reached all non-subscribers in its market and generated 1,100 new orders to be highly cost-effective. Most metropolitan newspapers, however, would find the costs of mailing to non-subscribers prohibitive.

Many promotion executives say that as the use of other media in promotions grows, so does the need for good research. But statistics are not the total answer. A good advertising campaign, they say, needs a creative spark, too.

"No one way is perfect," says Richmond's Mason. "Promotion is not a science. It's more of an art." ☐

Equipment for sale

Shaffstall magnetic disc system: two MDS 20A read units and three MDS 60 wire record units. Used daily since September 1975 and in good condition. $1,000 per unit or $4,500 for the package. Contact Bill Fisher, production manager, The Herald-Palladium, St. Joseph, Mich. 49085; (616) 429-2400.

Compugraphic Videosetter Universal. In daily production now, under warranty extension agreement and in good condition. Low serial number. Data port. No reverse leading. Reasonable price. Contact Pam Byrne, Concord Monitor, 3 N. State St., Concord, N.H. 03301; (603) 224-5301.

Fincor press controller. Provides infinitely adjustable motor speeds for loads to 125 percent of rating for 75-horse power motor. All original Selenium rectifiers have been replaced by silicon diodes. 208-volt, three-phase AC input. Supplies controlled DC current to motor. Good condition, with spare parts. Contact Charles L. Gray or Garth Anderson, Fairbanks Daily News-Miner, Box 710, Fairbanks, Alaska 99707; (907) 456-6661.

Anilox candidate. Available March 1984. Excellent condition 6-unit Goss anti-friction double-width press, No. 1888. A 22 3/4-inch cutoff/55-inch web. Beach saddles. Double 2:1 folder. One color hump. One reversible half deck. Five unit with reversible cylinders. Auto pasters. Westinghouse Hurletron controllers with spare units. Currently producing over 20,000 papers per hour on collect runs.

Also, available immediately: currently warehoused, 4-unit Goss anti-friction double-width press, No. 1940. Four complete units with two color humps. 22 3/4-inch cutoff. Double 2:1 folder. Cline RTPs. Spare rollers, saddles, mechanical and electrical parts. Contact Nancy Manes, purchasing manager, The Bakersfield Californian; (805) 395-7433.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under the Internal Revenue Code. For further information, contact George Beebe, vice chairman, projects, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101, (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

Despite adversity, Sunday magazines set sail

By Elise Burroughs
presstime staff writer

With advertising at a standstill and competitors merrily racing ahead, Sunday newspaper magazines faced tough sailing during the past two years. A few magazines simply sank, whereupon the ocean liners of the Sunday magazine world, Parade and Family Weekly, steamed in as replacements.

But despite the recession and the departure of some retail advertising to preprints, the ranks of Sunday newspaper magazines have grown slightly from 54 in 1981 to 58 today.

About 19 of the magazines are being printed on heat-set offset presses, which in many cases cuts both costs and lead time over the rotogravure process that dominated the field for decades [presstime, Feb. 1981, p. 48].

Perhaps most promising, one paper is successfully using even newer technology that allows preprinted advertising inserts on enameled paper to be printed simultaneously with the Sunday magazine and folded into it.

In light of such developments, some observers believe the wind is rising for Sunday magazines.

"It's going to be an interesting time in the next two years," predicts John Parkyn, editor of the new Fort Lauderdale (Fla.) News and Sun Sentinel magazine, Sunshine.

"The demise of newspaper magazines is greatly exaggerated," says Selby O'Rear, an advertising sales person for Star, the Sunday magazine of The Kansas City (Mo.) Star.

Insert possibilities. Since last March, Star magazine (circulation 394,383) has carried a total of about a half-dozen high-quality color inserts. Insert advertisers have included local retail stores and a builders' association, and their response has been very positive, according to O'Rear. "It definitely has helped Star magazine," he says.

Star is printed on heat-set offset presses by Treasure Chest Advertising Co. Inc. in Memphis, Tenn., whose Press Fed Insert process—or PFI—is literally a trade secret at the moment. Publication Sales Manager James M. Carroll says PFI involves two presses operating side by side—one printing the magazine and the other printing inserts. The inserts can be interspersed with magazine pages, dropped into the center or wrapped around the outside.

Inserts have been carried as part of the Sunday magazine package in the past, but in those cases they were inserted after the magazine came off the press. Costs and printing time associated with this older method are much greater than with Treasure Chest's new procedure, Carroll explains.

He also says PFI offers advertisers a broader range in paper quality, color possibilities and formats. And Treasure Chest can print overruns of inserts carried in the magazine for distribution in other markets or other media.

STAR
THE PASSION PRIESTESS OF THE OZARKS
JANET DAILEY
SHOES

Inserts for The Kansas City Star magazine are printed on the same press run.

Struggles continue. But while O'Rear says insert capabilities are impressing Kansas City retailers, the process was not enough to save Virginia, a one-year-old magazine discontinued in September by The Virginian-Pilot and The Ledger-Star of Norfolk.

Virginia also was printed by Treasure Chest and during its life carried one insert. Although that furniture-store insert reportedly drew a positive response, local retailers did not clamor for the new service. According to Publisher Richard F. Barry III, most Norfolk advertisers appear to be satisfied with the color and reproduction capabilities of the regular newspaper. His Sunday newspaper replaced Virginia with the national magazine Parade.

Sunday newspaper magazine executives generally agree that local advertising support is critical for most magazines' financial success. Unfortunately, many magazines seem to be caught in the age-old chicken-and-egg dilemma. Should a newspaper spend a lot of money to improve the editorial content and reproduction quality of its magazine in the expectation that more advertising will follow? Or should a publisher expect a Sunday magazine to bring in enough ad revenue to cover costs before lavishing much time and attention on it?

James L. Davy, president of Metropolitan Sunday Newspapers, an advertising network for Sunday magazines, estimates only about half of his group's 54 magazines make marginal or significant profits. The rest barely cover costs or lose money.

Nevertheless, their newspapers continue them as reader services. As Davy points out, newspapers carry editorial and opinion pages, even though they alone do not generate an advertising profit.

Research indicates that Sunday magazines are matched in readership only by the main news section and TV-log books,

Northeast
MAGAZINE
A WOMAN'S PLACE
Northeast
THE ART OF BEING RONALD REAGAN
Northeast
MAGAZINE
Bitter Reign
The Former Miss Connecticut's Own Story Of Pageantry, Pride and Betrayal

The Hartford Courant's magazine is not making money, but readers like it.

and many fans of Sunday magazines believe advertisers should take advantage of that access to consumers.

One such fan is Roger C. Bumstead, senior vice president of The Marschalk Co. ad agency in Cleveland. Earlier this year, he summed up the advantages of advertising in Sunday magazines in a column for Marketing & Media Decisions magazine.

Bumstead pointed out that both prime-time network television and Sunday magazines offer high immediate reach, relatively high unit costs, reasonable costs-per-thousand, full color, and good coverage of working women and men.

However, he said, a Sunday magazine offers a more receptive consumer environment and more predictable audience delivery than television. "Sunday newspapers are the growth area for newspapers—and Sundays have become increasingly important to retailers," Bumstead said.

The national magazines. Tapping into local advertising is not the exclusive province of local Sunday magazines. Parade has been allowing newspapers to offer local advertising in some of its markets for several years.

Retailers in only three cities—Houston, Chicago and Los Angeles—place local advertising in Parade every week, but host papers in several other markets sell local advertising for Parade during busy seasons such as pre-Christmas.

Carlo Vittorini, Parade's president and chief executive officer, says a newspaper or group of papers must have a circulation of at least 250,000, with a cost-per-thousand of $9-$10 per color ad, to justify printing a Parade "extension" of local advertising.

Both Parade and Family Weekly, which is carried mainly by dailies in smaller markets, have grown in the past two years. Since 1981, the number of newspapers carrying Parade rose from 130 to 134, and those carrying Family Weekly went from 356 to 367.

With the recent addition of the New York Daily News, Parade's total circulation has grown to more than 24 million. That makes it the largest magazine in the United States, with readership estimated by Simmons Market Research Bureau Inc. at 48 million. Family Weekly's circulation is just under 13 million, and readership is estimated by SMRB to approach 25 million.

Technological changes. Both Parade and Family Weekly are printed by the rotogravure process. Parade's Vittorini says that although current rotogravure techniques make it impossible to get press-fed, preprinted inserts into the magazine, Parade remains committed to "roto."

The magazine recently built a new printing plant in Tennessee and considered including a heat-set offset press in the operation. After study, it decided three rotogravure presses would better suit its needs.

But the continued development of heat-set offset technology has made good-quality, four-color reproduction color more affordable for newspapers with—or hoping for—locally produced Sunday magazines. And this availability of a cheaper printing process has had a negative effect on commercial rotogravure printers.

For example, the number of Sunday magazines printed by Standard Gravure Corp. of Louisville, Ky., has declined from 19 in 1981 to 16 today.

Standard Gravure, part of the Courier-Journal & Louisville Times Co., has countered the threat in part by getting in on the action itself with a new, heat-set offset printing subsidiary, Standard Colorprint Corp., in Morristown, Tenn. Standard Colorprint has one magazine customer so far: Sunshine of Fort Lauderdale.

But Standard Gravure has not given up on rotogravure. Because of the top-quality reproduction the process yields, the company is printing more rotogravure advertising inserts than ever before.

Moreover, for long press runs, the economies of heat-set offset over rotogravure lessen. And William Wobbe, vice president and director of marketing for Standard Gravure, notes that new, computerized, pre-press technology is eliminating some of the more costly steps in preparing copy and pictures for rotogravure printing.

Editorial side. But those closest to the field stress that good printing and adequate advertising are not enough to make a success of a Sunday magazine. The real key to success, they say, is the quality of the editorial product.

The New York Times Magazine has an editorial staff of 50. Parade's contributing editors include Norman Mailer, Carl Sagan and Julia Child. Family Weekly recently had an exclusive interview with former President Richard M. Nixon. Editors of all three publications believe it is essential to offer readers high-quality stories, photos and illustrations.

While those magazines' resources obviously are beyond the reach of most everyone else, smaller staffs can turn out quality magazines. Standard Gravure's Wobbe and other observers say there has been tremendous improvement in the editorial quality of Sunday magazines generally in recent years.

The Hartford (Conn.) Courant's Northeast Magazine (circulation 291,991) celebrated its first anniversary last spring with a cover story about growing up in Hartford. It was written by a native of the city—actress Katharine Hepburn.

Northeast consistently looks for stories about issues and institutions that touch the lives of readers, and although it is not generating profits, it has won awards and appears to be very well-received by readers, says editor Larry Bloom.

Westchester Rockland Newspapers' Suburbia Today magazine (circulation 248,576), started less than three years ago, aims for two "fairly substantial" stories and one lighter one each week, as well as a mix of dining and food columns, a local people column and a "hot ticket" column on unusual items or bargains available for sale locally.

Sunshine aims for stories that help readers to enjoy the pleasures of living in the Fort Lauderdale area—and to cope with the problems of living there—says Perkyn. Although articles will include a lot of consumer-and entertainment-oriented material, making information relevant to the lives of readers will be the goal.

Northeast's Bloom, formerly editor of The Miami Herald's Tropic magazine, says there is no mystery about how to produce a good Sunday magazine. It takes clear support "right from the top," he says.

Suburbia Today, Northeast and Sunshine have editorial staffs of 5-9 full-time employees. But many of their counterparts are produced "by one or two people working in a cubbyhole at the back of the newsroom," says Sunshine's Perkyn.

Bloom urges publishers contemplating starting their own Sunday magazines to consult with editors of successful magazines to see what is involved and to receive suggestions. For instance, having one person in charge of the advertising effort—even a part-timer—is very important, according to Bloom.

And the stakes are high. "More than any other product, a Sunday magazine gives a good impression of the entire newspaper if it is good," he says. "If not, it can hurt the entire paper." ☐

Robert J. Kasabian, director of publications and public relations for the Institute of Newspaper Controllers and Finance Officers, has opened INCFO's new headquarters at The Newspaper Center in Reston, Va.

Top-level newspaper promotions scarce for women, study shows

A new survey indicates few advances for women in top-level newspaper management between 1977 and 1982.

"The percentage of women at the top has not changed significantly," reported Christine L. Ogan, assistant professor of journalism at Indiana University.

Ogan surveyed by telephone the top five managers—publisher or general manager, top editor, advertising director, circulation manager, and production manager—at a representative sample of 100 newspapers ranging in circulation size from 10,000 to more than 100,000.

Because that survey yielded only eight women managers, Ogan also mailed a questionnaire to 107 women managers listed in the *1982 Editor & Publisher Year Book*.

The combined results showed that although women make up 38.1 percent of the newspaper work force [presstime, Aug. 1982, p. 4], only 2 to 4.5 percent of the top managers are women. Most of them, 64.8 percent, work for newspapers of less than 25,000 circulation.

No matter what the size of the newspaper, women managers earn far less than men—60.1 percent of the average male's salary, the survey indicated. That figure is up from 52.5 percent reported in a similar study in 1977.

But Ogan pointed out that because of rising salaries, the gap in actual dollars grew wider. In 1977, the difference in men's and women's average salaries was $15,938; in 1982, it was $18,147. "Little progress can be said to have occurred," she said.

In most cases, the top salary range for women managers was less than the minimum range for men at newspapers of similar circulation size.

Ogan said such differences are statistically significant even when one eliminates from the salary-sex relationship the effect of such factors as age, education, number of years worked at the newspaper, number of subordinates, newspaper circulation, degree of budgetary control and the number of positions held previously.

Working conditions also differ between male and female managers. Men, for example, are more likely to have secretaries.

Her study, "Life at the Top for Men and Women Newspaper Managers: A Five-Year Update of Their Characterisitics," was funded by the Gannett Foundation. Copies are available for $2 each from the School of Journalism, Bureau of Media Research, Indiana University, Bloomington, Ind. 47405. ☐

Memphis Press-Scimitar to close Oct. 31

The E.W. Scripps Co. will close its 102-year-old afternoon daily, the Memphis (Tenn.) Press-Scimitar, on Oct. 31. The closure will leave Memphis with one daily, The Commercial Appeal, a morning paper that is also owned by Scripps and is also part of the Scripps-Howard group.

In an announcement Sept. 21, Joseph R. Williams, general manager of Memphis Publishing Co., said the decision was based on "a continuing decline in circulation and readership, which we have been unable to reverse despite considerable effort by a dedicated group of employees, and on research conducted over the past eight years."

Since 1973, Press-Scimitar circulation has dropped from about 126,000 to 80,876 as of last March 31. During the same 10-year span, The Commercial Appeal's circulation decreased from 216,000 to 199,833.

Williams said the company "will attempt to place as many of the employees affected by this decision within our organization as possible." About 90 editorial employees and an unspecified number of production and circulation workers will be affected by the closure.

It will be the fourth shutdown of a U.S. daily newspaper this year, according to ANPA files. In addition, there have been six mergers of afternoon and morning U.S. newspapers [presstime, Sept. 1983, p. 48], and one daily has converted to nondaily publication.

One new U.S. daily has been started so far in 1983, ANPA records show. ☐

Baltimore gets a sports daily; All Sports folds

For daily sports newspapers, the score in September was 1-1.

The Star-News of Pasadena, Calif., struck out with its All Sports daily and closed it Sept. 4. However, The News American of Baltimore led off with SPORTSF1RST eight days later.

Star-News Publisher William R. Applebee said All Sports was folded because of poor sales. Daily circulation of the morning broadsheet since start-up Sept. 29, 1982, never went above 16,000, he said. The newspaper was sold only at newsstands and only in a few locations outside Southern California [presstime, May 1983, p. 36].

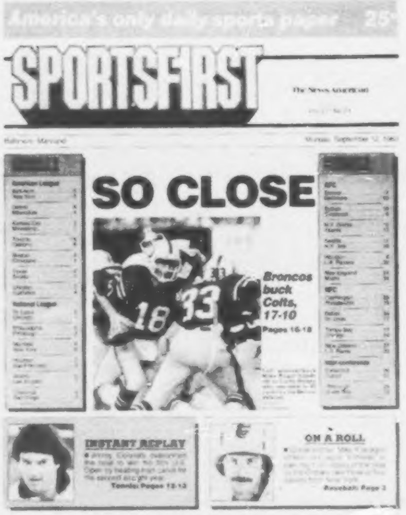
The new Baltimore publication is a tabloid containing 56 to 72 pages.

News-American Publisher Maurice Sparby said the idea for SPORTSF1RST originated within the staff of the Hearst daily but was bolstered by research findings that Baltimore is "one of the hottest sports towns in the nation."

SPORTSF1RST is produced by a team of 20 reporters, editors, artists and photographers in addition to some stringers and support staff, Sparby said. Printed at 3 a.m. by a nearby weekly offset paper, the morning sports daily carries all late-breaking West Coast scores.

Like All Sports, it is available so far only at newsstands. Cost is 25 cents. There are about 1,400 outlets in the Baltimore metropolitan area, including more than 400 distinctive, yellow, SPORTSF1RST newsracks.

A particular highlight is an eight-page pull-out section on horse racing carrying "best bets" at tracks in the Northeast.



America's only daily sports paper 25¢

SPORTSFIRST

The News American

SO CLOSE

Broncos buck Colts, 17-10

Pages 16-18

INSTANT REPLAY

Tennis: Pages 12-13

ON A ROLL

Baseball: Page 2

The 56-72-page tabloid also carries some classifieds and general news.

In addition to sports news and features with full-color photographs, the paper also runs reports on outdoor recreational activities, some classified advertising mainly in the help-wanted and merchandise-for-sale categories, a weather map and related data, television and radio listings emphasizing sports programming, business news and a "compact" general news section.

But as the name suggests, sports comes first—in placement and in emphasis—in the package.

Sparby said that initially, advertising will not be sold separately for SPORTSF1RST; it will be picked up from The News American's regular editions.

While Sparby said there are no plans to circulate the new paper outside the Baltimore area, he did not rule out that possibility. ☐

Trudeau still pushing for newspaper act

Canadian Prime Minister Pierre Trudeau said in September he still intends to push for passage of the Daily Newspaper Act, which would restrict group newspaper ownership in Canada and create a national press council.

However, he said it will not be possible to get the bill ready for the current session of Parliament. It is scheduled to end Dec. 21.

Trudeau has appointed Consumer and Corporate Affairs Minister Judy Erola to head efforts toward passage of the act. She succeeds Multiculturalism Minister James Fleming, who was ousted in a summer shake-up of Canada's cabinet [presstime, Sept. 1983, p. 45].

A spokesman for Erola said the current version of the bill must be "carefully reviewed because it has problems." ☐

Curb on reporting police searches proposed in Canada

A proposed amendment to Canada's Criminal Code would prevent the media from publishing the names or addresses of people whose premises have been searched by police.

The Canadian Justice Department said the prohibition is necessary because public disclosure about police searches can damage a person's reputation.

However, J. Patrick O'Callaghan, president of the Canadian Daily Newspaper Publishers Association, said the damage is done by the issuing of a warrant, "not by the publishing of the information."

O'Callaghan, publisher of The Calgary (Alberta) Herald, said that the public has a right to know who has been the target of search warrants.

The proposal, part of an omnibus bill, is "overly protective," he said. ☐

Booklet offered on Canada FOI law

A booklet designed to acquaint newsrooms with practical details of Canada's Access to Information Act is available from the Canadian Daily Newspaper Publishers Association.

"Freedom of Information: What Newsrooms Need To Know" contains pointers on how to use the act as well as names, addresses and telephone numbers of media contacts in government offices.

Copies are available for $1 each, or 50 cents each for bulk orders of 10 or more, from CDNPA, Suite 214, 321 Bloor St. E., Toronto, Ontario M4W 1E7.

The access law took effect July 1 [presstime, June 1983, p. 14]. ☐

Combines Act trial begins

The trial of Southam Inc. and Thomson Newspapers Ltd. on charges they violated Canada's Combines Act began Sept. 19 in Ontario Supreme Court. The companies are charged with conspiring to unduly lessen competition and with unlawfully merging and monopolizing the production and sale of major daily newspapers in Canada [presstime, Aug. 1983, p. 40]. ☐

Park to sell shares to public; Tribune Co. outlines its offering

Another company with substantial newspaper holdings, Park Communications Inc. of Ithaca, N.Y., is going public. Park is the second newspaper company to make such an announcement this year. The first, the Tribune Co. of Chicago, recently released further details of its public stock offering, expected this month.

Roy H. Park, currently sole shareholder in Park Communications, announced in September the company has filed a proposal with the Securities and Exchange Commission to make a public offering of one million shares before the end of the year. Goldman, Sachs and Co. will manage the stock offering.

Proceeds from the proposed stock sale will be used for acquisitions and other corporate purposes, according to Park. His company owns 23 daily newspapers, 45 non-dailies, seven television stations and 14 radio stations.

After a career in advertising and marketing, Park began acquiring broadcast properties in 1962, and a decade later he purchased his first newspaper. Park generally looks for small dailies and non-dailies that have the potential to go daily.

For the first half of 1983, the company had net income of $4.8 million on gross revenues of $44.7 million. For the same period in 1982, it had net income of $3.6 million on gross revenues of $38 million.

Meanwhile, the Tribune Co. of Chicago announced details of its previously announced plan to go public [presstime, Aug. 1983, p. 39]. The company said it will make a public offering of 5.5-million shares of stock this month.

Those shares will represent a small portion of 35.5-million shares to be created by a 4,800-1 stock split shortly before the public offering. Price-per-share is expected to be between $22 and $26.

The company said it intends to use the $111 million to $143 million generated by the sale to reduce its $375-million debt and to purchase a New Orleans television station.

With first-half profits of $22.7 million, the Tribune Co. reported a dramatic turnaround from a year-earlier loss of $29.2 million.

The company's newspapers accounted for first-half profits of $59.8 million. That included profits of $6.3 at the New York Daily News, which lost $14 million during the first six months of 1982 and which the Tribune Co. attempted to sell last year.

The Tribune Co. and Park Communications Inc. will be the 16th and the 17th newspaper-related companies to go public in the United States. The last to do so was A.H. Belo Co. of Dallas [presstime, Sept. 1981, p. 45]. ☐

Jinks named to research board

Larry Jinks, senior vice president/news of Knight-Ridder Newspapers Inc., has been shifted from the advisory board of the Freedom of Expression Foundation to the research advisory board of the Institute for Freedom of Communication, which conducts research for the foundation. The current work of both boards is to assess the impact of the proposed repeal of the Federal Communications Commission's content regulations [presstime, Sept. 1983, p. 11]. ☐

Cowles Media reports first-quarter profits

Minneapolis-based Cowles Media Co. reported net earnings of $4,666,000 on sales of $56,492,000 for its first fiscal quarter, which ended July 2.

In contrast, Cowles had net earnings of $252,000 for the first quarter of 1982 and experienced a net loss of $531,000 for the fiscal year that ended April 2, 1983.

The financial improvement was attributed in part to cost controls, a somewhat stronger economic climate and closure of some money-losing properties.

The privately held company owns the Minneapolis Star and Tribune, the Rapid City (S.D.) Journal, the Great Falls (Mont.) Tribune and other newspapers, as well as broadcast and commercial printing properties. The company has experienced considerable turmoil during the past two years [presstime, March 1983, p. 51]. ☐

25 state press groups may buy NNA ad subsidiary

American Newspaper Representatives Inc., a wholly owned advertising subsidiary of the National Newspaper Association, will be acquired by a group of state press associations pending finalization of a tentative, verbal agreement reached in late September.

NNA's Board of Directors, meeting in conjunction with the annual NNA Convention and Trade Show, authorized its Executive Finance Committee "to work out an agreement with state press associations for the purchase of ANR," said outgoing NNA President John F. McMaster.

McMaster said it is hoped final agreement can be reached for the sale of ANR assets and the transaction completed by Oct. 15.

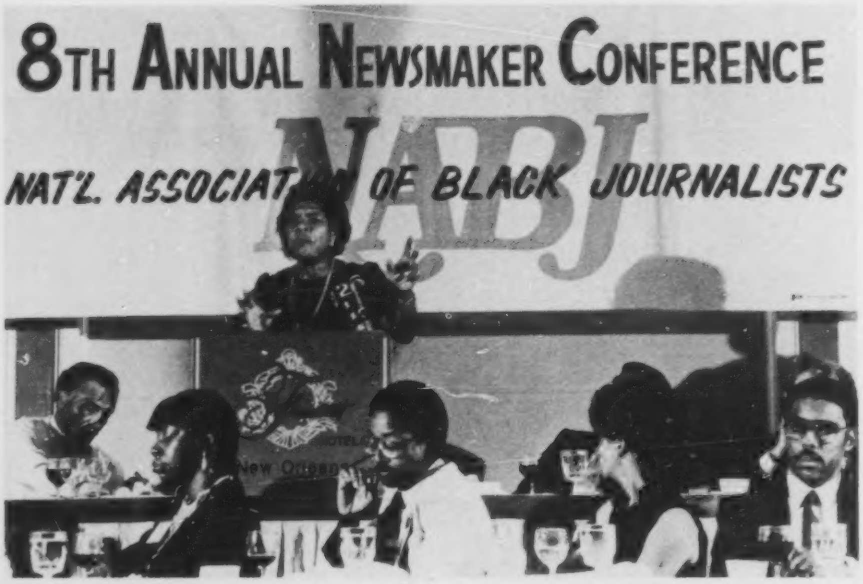
NNA had named a special committee to look into selling or restructuring ANR after ANR had to borrow money to cover losses incurred last year and in the first part of this year [presstime, Aug. 1983, p. 19].

The offer from the 25 state press associations was one of two the board received. The other was from U.S. Suburban Press Inc., an advertising representative firm based in Schaumburg, Ill.

James H. Roberts

The group of state associations agreed to assume the obligations of ANR, which include notes of about $19,000 and the lease of ANR headquarters in Brooklyn, N.Y. In addition, the group will pay NNA a total of $50,000 over a 15-year period, with payments to begin with the fourth year of that span, according to McMaster, publisher of The Public Spirit in Ayer, Mass.

At the NNA convention Sept. 21-24 in Louisville, Ky., the following new officers were elected: President James H. Roberts, Fairbury (Ill.) Blade; Vice President and President-elect Eugene D. Johnson, White Bear (Minn.) Press; and Treasurer James L. Pate, Madill (Okla.) Record. ☐


8TH ANNUAL NEWSMAKER CONFERENCE
NABJ
NAT'L. ASSOCIAT OF BLACK JOURNALISTS
New Orleans

Commentator Maya Angelou addresses the National Association of Black Journalists Awards Banquet Sept. 10 in New Orleans. At right is Joe Oglesby of the Miami Herald, named NABJ Journalist of the Year. Others (from left) are actor William Marshall, Audrey Edwards of Essence magazine, Douglas Lyons of U.S. News & World Report and Rhona Williams of KNNC-TV, Denver.

Changes in command

The ***National Association of Black Journalists***, at its 8th annual Newsmaker Conference Sept. 7-10 in New Orleans, elected the following new officers for 1983-84:

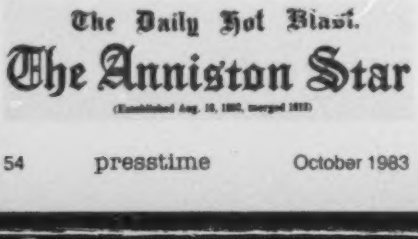
- *President*—Mervin Aubespin, The Courier-Journal, Louisville, Ky.
- *First Vice-President*—Denise D. Johnson, St. Paul (Minn.) Dispatch
- *Second Vice-President*—Alexis Yancey, Satellite News Channel, Stamford, Conn.
- *Secretary*—Paula A. Walker, WFAA-TV, Dallas
- *Treasurer*—Thomas Morgan, The Washington Post
- *Parliamentarian*—Marilynn Bailey, The Tribune, Oakland, Calif. ☐

Unique name revived

The Anniston (Ala.) Star now carries two nameplates on its editorial page—the Star's and The Daily Hot Blast.

A daily newspaper named the Hot Blast was established in Anniston in 1883, the year the "company town" based on the foundry business was founded.

But the name was lost in a 1912 merger of The Daily Hot Blast and The Evening Star into The Anniston Star. It was revived Sept. 4 in recognition of the Hot Blast's 100th anniversary.



The Daily Hot Blast.

The Anniston Star

Recent acquisitions

Thomson Newspapers Inc., Des Plaines, Ill., has acquired the Wisconsin Rapids (Wis.) Daily Tribune, circulation 12,700.

Gillett Communications, Nashville, Tenn., is acquiring the Post Corp. of Appelton, Wis. Included in the purchase are three dailies: The Daily Transcript, Dedham, Mass., The News-Tribune, Waltham, Mass., and the Post-Crescent, Appleton-Neenah-Menasha, Wis., combined circulation 77,272.

Copley Press, La Jolla, Calif., is acquiring the News-Sun, Waukegan, Ill., daily circulation 41,648. ☐

Board votes to accept ads for presstime

The ANPA Board of Directors Sept. 21 decided to accept some advertising in the Association's presstime journal beginning in 1984.

The Board, meeting in Montreal, unanimously approved the policy and directed development of an implementation plan.

"Details of the plan are to be developed by the ANPA staff in coordination with the Association's presstime Advisory Committee, chaired by Frank Bennack of The Hearst Corp.," said ANPA Chairman and President William C. Marcil.

ANPA launched presstime in October 1979 in part as a replacement for nine specialized Association bulletins. The magazine's design and development were supervised by an ANPA Publications Action Group headed by Richard J.V. Johnson of the Houston Chronicle, currently the Association's vice chairman.

While the Board initially decided not to accept advertising in the early period of the magazine's development, the advertising policy has been reviewed periodically over the last four years.

The Board's decision to accept advertising was based on the conclusion that advertising would enhance the value of presstime to member newspapers and also would contribute to the Association's overall revenues. ☐

Katharine Graham named nominating panel head

Katharine Graham has been named chairman of the ANPA Nominating Committee by ANPA Chairman and President William C. Marcil. Graham is chairman of the Association's Executive Committee and was Marcil's predecessor as chairman and president.

Also appointed to the Nominating Committee were ANPA Treasurer Alvah H. Chapman Jr., Secretary Robert G. Marbut, and directors Edwin L. Heminger and Edward W. Estlow. New officers and four new directors will be elected at the 1984 ANPA Convention April 30-May 2 in Montreal. ☐

Judith D. Hines

Cushrow R. Irani

Guido H. Stempel III

Ardyth B. Sohn

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

- **Effective Communication with Media is Link With the Public.** Allen H. Neuharth, chairman and president, Gannett Co. Inc. National Lieutenant Governors Conference, Lake Tahoe, Nev., Aug. 18.
- **Newspaper in Education and the Pursuit of Excellence in Education.** Judith D. Hines, vice president and director, ANPA Foundation. Atlanta Journal and Constitution, Aug. 25.
- **Standard Advertising Units: The Whys and Wherefores.** Charles M. Kinsolving Jr., vice president, marketing/new technology, Newspaper Advertising Bureau. ANPA Operations Management Conference & Exposition, Las Vegas, Nev., June 14.
- **Time is Running Out.** Cushrow R. Irani, managing director and editor, The Statesman, Calcutta, India, and immediate past president, International Press Institute. Sri Gora Sastry Memorial Lecture, Hyderbad, India, June 12.
- **Statement on Amendments to the Freedom of Information Act.** Bruce W. Sanford, Baker & Hostetler law firm, Washington, D.C., and First Amendment counsel, the Society of Professional Journalists, Sigma Delta Chi. American Bar Association hearings, Atlanta, July 29.

■ ■ ■

Presentations from the Association of Education in Journalism and Mass Communication annual conference, Oregon State University, Corvallis, Aug. 5-10:

- **Assessing Reader Opinion on Conversion of Afternoon Newspaper to Morning Publication.** Associate Professor Byron T. Scott and Professor Guido H. Stempel III, E.W. Scripps School of Journalism, Ohio University, Athens.
- **A Study of America's Front Pages: How They Look.** Assistant professors Steve Pasternack and Sandra H. Utt, Department of Communications, Texas A&M University, College Station.
- **Newspapers' Letters to the Editor as Reflections of Social Structure.** Assistant professors Francisco Vasquez and Thomas Eveslage, Department of Journalism, Temple University, Philadelphia.
- **Newspaper Use and Community Ties in a Non-metropolitan Area.** Associate Professor Mark A. Larson, Journalism Department, Humboldt State University, Arcata, Calif.
- **A Panel Study of Women Newspaper Managers: Their Goals and Achievement Orientation.** Assistant Professor Ardyth B. Sohn, School of Journalism, University of Colorado, Boulder.
- **The Electronic Newspaper: Building a Profile of Potential Users.** Assistant Professor Diana Stover Tillinghast and doctoral candidate Nalini Visvanathan, Department of Communication, Stanford University, Palo Alto.

ANPA calendar

October

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Hotel Washington, Washington, D.C., Oct. 3-5

ANPA Telecommunications Committee meeting
Hyatt Regency Washington, Washington, D.C., Oct. 4-6

ANPA Foundation NIE Instructor Training Seminar
Airlie House, Airlie, Va., Oct. 5-8

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Four Seasons Hotel, Vancouver, British Columbia, Oct. 6-7

ANPA Postal Committee meeting
Sheraton-Carlton Hotel, Washington, D.C., Oct. 19-20

ANPA/International Newspaper Promotion Association Promotion Managers Workshop
Holiday Inn Lakeshore, Chicago, Oct. 24-26

ANPA/Newspaper Advertising Bureau Telecommunications Symposium
Amfac Hotel, Dallas/Fort Worth Airport, Oct. 25-27

November

ANPA Foundation Executive Committee meeting
The Newspaper Center, Reston, Va., Nov. 2

ANPA Newsprint Committee/Canadian Pulp and Paper Association Newsprint Section meeting
Pulp and Paper Research Institute of Canada, Pointe Claire, Quebec, Nov. 3-4

ANPA Foundation Research About Newspapers Seminar
The Newspaper Center, Reston, Va., Nov. 11-12

ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association Circulation Managers Workshop
Hotel Continental, Chicago, Nov. 14-16

ANPA Executive Committee meeting
Boca Raton Hotel and Club, Boca Raton, Fla., Nov. 15

December

ANPA Foundation Board of Trustees meeting
Vista Hotel, Washington, D.C., Dec. 7

ANPA Board of Directors meeting
The Newspaper Center, Reston, Va., and Vista Hotel, Washington, D.C., Dec. 7-8

ANPA Press/Bar Relations Committee meeting
Gannett Co. Inc., New York City, Dec. 10

ANPA/American Bar Association Task Force meeting
Gannett Co. Inc., New York City, Dec. 11

January

ANPA Labor and Personnel Relations Conference
The Pointe Tapatio, Phoenix, Jan. 8-11

ANPA technical committees' meetings
The Newspaper Center, Reston, Va., Jan. 10-12

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., Jan. 16-20

ANPA Board of Directors meeting
Lyford Cay Club, Bahamas, Jan. 23-25

ANPA Management Development Workshop
Westin South Coast Plaza, Costa Mesa, Calif., Jan. 23-27

ANPA Advanced Labor Relations Seminar
Kona Kai Club, San Diego, Jan. 30-31

ANPA Separation Techniques for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., Jan. 30-Feb. 3

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